A McGraw-Hill Publication

March 1926

Electrical Merchandising

The Business Magazine of the Electrical Trade

3 million dollars contracted thru new accounts the first 15 days of February!

A B C

America's Leading Washing Machines

ALTORFER BROS. COMPANY
Peoria, Illinois

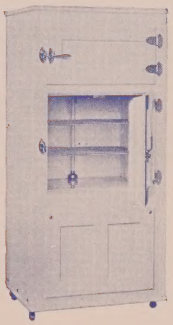
Surely it's worth your while to find out why they changed to ABC

Announcement Extraordinary

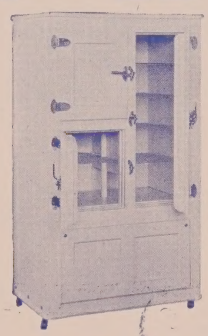
Socold

Electric Refrigeration

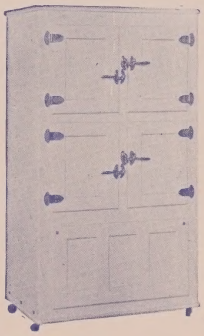
In this new and complete line of Socold Electric Refrigerators is offered an exceptional opportunity for new sales and greater profits to Electrical Jobbers and Dealers. With the central station enthusiastic over all low-cost load builders and with a distributor proposition open for you with a comprehensive jobber-dealer selling plan, dealers can also sell the Socold Electric Refrigerator with a handsome profit. Consider the models below—



Standard House box complete ready to install, including machinery, etc. Golden Oak or White Enamel Finish.



Large Size, three door type. Golden Oak or White Enamel Finish.



Four door size, Golden Oak or White Enamel Finish.

Jobbers

Get the details of the Socold Jobber's Co-operative Sales Plan. We want jobbers in several sections of the country. Wide-awake jobbers are already getting territories.

Dealers

Learn about the Socold Jobber-Dealer Co-operation Selling Plan. It is carefully conceived to back up your sales efforts. Ask your jobber for discounts.

Central Stations

profit by backing dependable, low-cost load builders. The Socold is guaranteed against defects in material or workmanship for one year after installation.

Sealed!

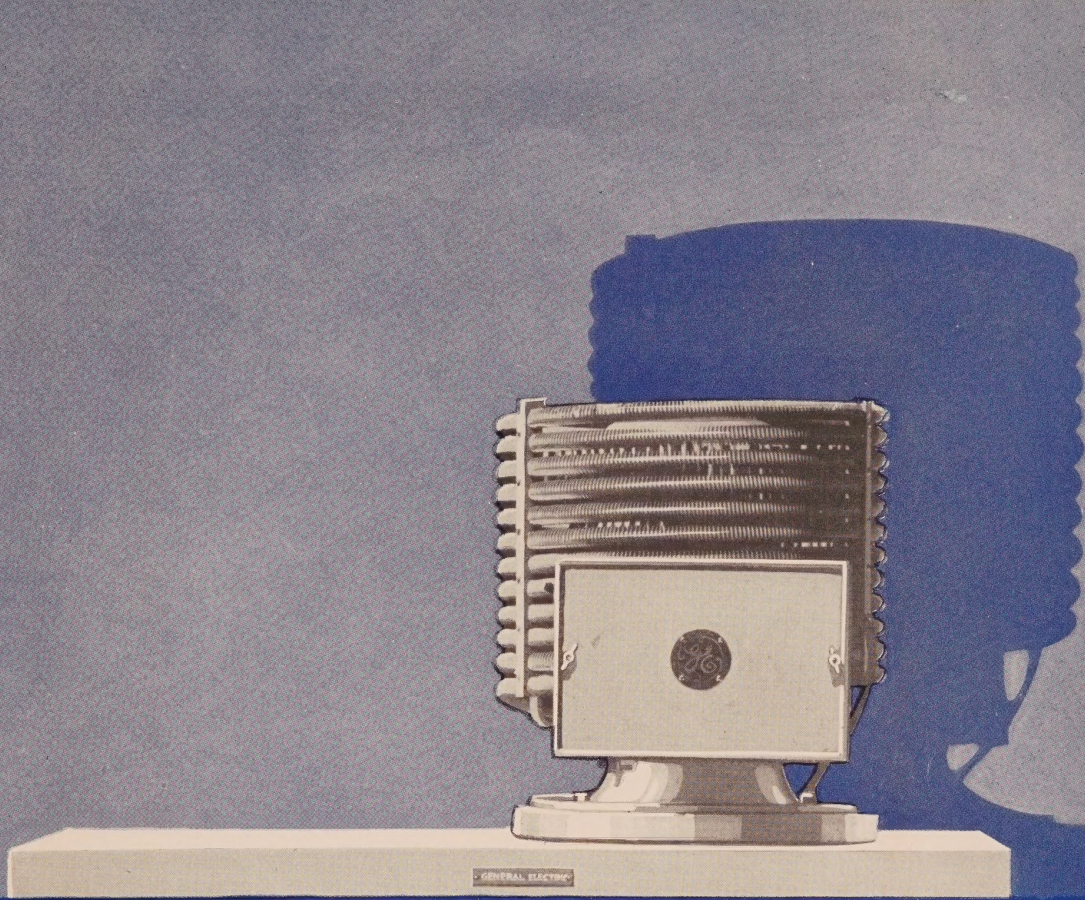
The patented seal is an exclusive feature of the Socold. It positively prevents leakage of gases. Its development is the result of years of experiment by leading engineers.

THE R. H. BOOTH SALES CO.
108 Massachusetts Ave., Boston, Mass.

Our Eastern Distributors:

Pettingell-Andrews Co., of Boston, Robertson Cataract Co., of Buffalo, and E. B. Latham Co., of New York.

Electrical Merchandising, March, 1926. Vol. No. 35. No. 3. Published Monthly. McGraw-Hill Publishing Company, Inc., New York, N. Y. $2.00 per year, 25 cents a copy. Entered as second-class matter, July 21, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.



Entirely Different

The GENERAL ELECTRIC REFRIGERATOR *is Entirely Different*

"Build us an electric refrigerator which will operate years without attention. Make it spacious, sanitary, economical — eliminate all need of adjustment and oiling. Design it for the home and manufacture it with care."

It is done! G-E engineers, G-E experience with commercial refrigeration, G-E facilities for exhaustive testing and experimentation are responsible for this household refrigerator.

Different! A self-contained refrigerating unit —no external moving parts—no connections, piping or installation fittings—every moving part, oil and refrigerant for years of service, hermetically sealed within a compact steel case.

Different! A motor without brushes or moving contacts—an oscillating cylinder compressor — a centrifugal unloader — lasting lubricant and lasting refrigerant, from which all moisture has been removed.

Different! Refrigerating unit located above the chilling unit—heat from condenser coils passing up and away from the cabinet—efficient, automatic, reliable for years without adjustment.

GENERAL

ELECTRIC

The GENERAL ELECTRIC REFRIGERATOR *is different to sell*

1. It is ready to use — installation is quick, simple, and inexpensive.

2. It is self-contained—there are no exposed moving parts, nothing to adjust or lubricate.

3. It is permanently automatic—lubricant and refrigerant for years of service are hermetically sealed within the refrigerating unit.

4. It is sanitary — interior surfaces are flat, free of obstructions, and entirely covered with fused-on, vitreous white porcelain.

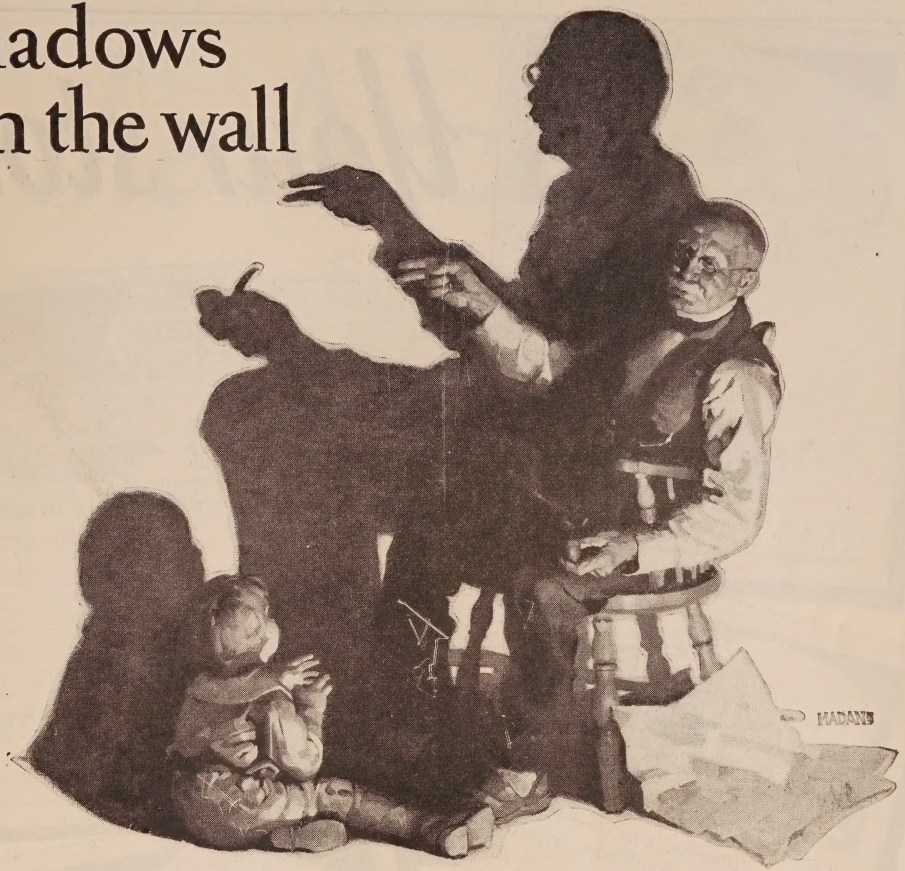
5. It has ample capacity — with low operating costs.

6. It is a GENERAL ELECTRIC Product.

Complete portfolio of information is available. Ask the Central Station specialist in the nearest G-E office.

33-65

Shadows on the wall



The "inside frost," the filament construction which has given the New Line of MAZDA Lamps its greatly increased strength, every feature which has added to their beauty, efficiency and economy, can be traced directly or indirectly to MAZDA Service.

FIRELIGHT has a fascination of its own. Blazing logs and glowing embers—the flickering shadows on the wall, are all a part of the romance of its appeal.

But when good light is needed, we must "chase the shadows from the wall." To eliminate spots and shadows without cutting off the light, the Laboratories of General Electric have developed the "inside frost" found in the newest MAZDA Lamp.

The discoveries made by our Research Laboratories in their world-wide search for new ideas on incandescent lighting are communicated through MAZDA Service exclusively to those lamp manufacturers entitled to place the mark MAZDA on their lamps.

This assures the public of the highest quality and the most advanced developments on all MAZDA Lamps.

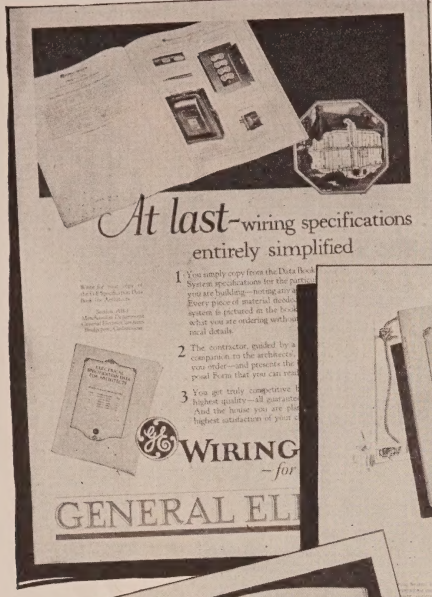
MAZDA

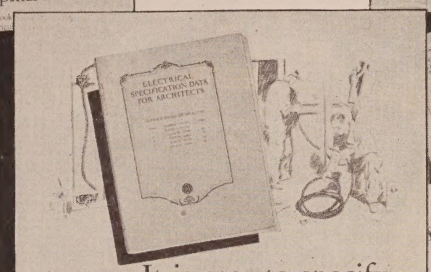
THE MARK OF A RESEARCH SERVICE

RESEARCH LABORATORIES *of*

GENERAL ELECTRIC COMPANY

Your story





G-E Wiring System ads run monthly in

Architecture
The American Architect
The Architectural Forum
The Architectural Record
Architect and Engineer

GENERAL

MERCHANDISE DEPARTMENT

to the Architect

in the five leading architectural magazines

38,892 is the total circulation!

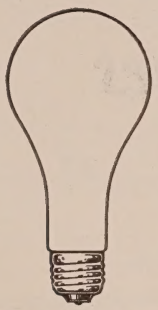
THE G-E Wiring System and the G-E Specification Data Book are making it easier for the architect to specify quality wiring—with a saving of time and work. The G-E ads are telling the architect of this new service and telling over and over the importance of quality wiring. You can sell the architect or builder the G-E Wiring System—get a fair price—and good profit.

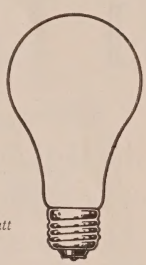
GE WIRING SYSTEM
—for lifetime service

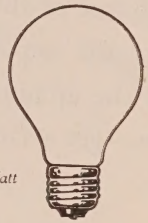
ELECTRIC

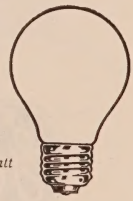
BRIDGEPORT, CONNECTICUT

"Jobber-to Dealer -to User"









THE greatest triple play that's been made in the lamp business in 10 years—the new line of MAZDA lamps. Better for everybody. Glare's out!—because these lamps are frosted on the inside. Depreciation from dust is out!—because these lamps are smooth outside. Complication in stock is out!—because there are only five lamps in place of many.

The New Standard Line of National MAZDA Lamps is a sure winner, because it is so easy to stock—so easy to sell and so universally useful.

New

NATIONAL MAZDA LAMPS

A GENERAL ELECTRIC PRODUCT

Announcing a *New* Contest

Prizes totaling in value thousands of dollars to be awarded Agents and Distributors of Edison MAZDA Lamps. This is

not a quota contest

Prizes in this contest will be awarded for effective work done in introducing and creating demand for the New Standard Edison MAZDA Lamps. Here's

what to do

Learn all the advantages of the New Standard Lamps. Plan how you can present these advantages most effectively to your customers.

Keep a record of the work you do and the results you obtain.

Then send in a report of your work before October 1st. And

to help you win

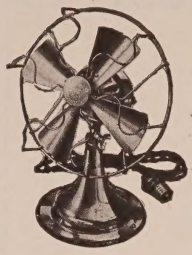
1. The most comprehensive campaign of publicity ever designed by the Edison Lamp Works.
2. An unusual array of sales helps.
3. The services of the Publicity Department in any plan you wish to follow out.

Contest Opens March 1st
Closes October 1st

You will receive full details from the nearest District Office of the Edison Lamp Works of General Electric Company, Harrison, N. J.

EDISON MAZDA LAMPS
A GENERAL ELECTRIC PRODUCT

Be Ready for Fan-Time!



THE STAR-Rite line this year offers three great sales winners to the dealer who is wise enough to be ready for the first warm days.

The New STAR-Rite 8-inch Fan

$6.50

In Canada—$7.95

HERE is a fan that has the finest workmanship and quality you ever saw in an electric fan which you would sell at a profit for $6.50. Its blades are individually mounted—securely riveted to the fork. The gauge and pitch of these blades are accurate to 1/1000 of an inch. Moreover, each blade is actually balanced against every other—the slightest variation means rejection.

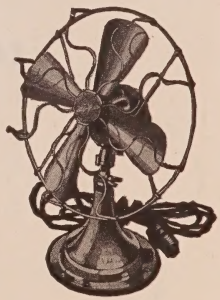
Sturdy universal motor, heavy blade guards, sparkling all over nickel finish. Height over 11 inches.

10-inch Oscillating Fan

$13.50

In Canada—$16.75

THIS great STAR-Rite Oscillator is built for people who want the finest. Specially cut oscillating gears insure a rhythmic sweep from left to right and reverse without a tremor. Its motor is 100% efficient at all speeds. Three speed regulation insures maximum service. Only in STAR-Rite can you find all these features at this low price.



10-inch Straight Fan

$10.00

In Canada—$12.25

THIS is the same sturdy fan that built a tremendous sales record last season. It has had increasing sales preference for five years—and is more popular today than ever. Complete with three-speed control, felt padded base, cord, plug, blade guards and sparkling all over nickel finish.

FITZGERALD MANUFACTURING COMPANY, Torrington, Conn.

Canadian Fitzgerald Company, 95 King Street, East Toronto, Ont.

STAR-Rite

ELECTRICAL NECESSITIES

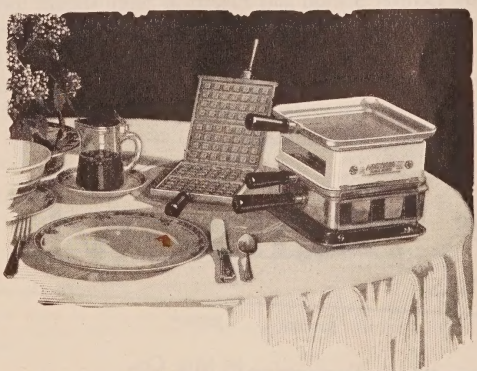
Thousands of women are asking about the

Armstrong ELECTRIC AUTOMATIC RANGE

Introduced but a few months ago, the new Armstrong Automatic Electric Range is meeting with wonderful success. Its unique design, and its practical construction, set it apart as the most desirable product of the sort ever offered. We are advertising it with full and half pages in *Good Housekeeping, Modern Priscilla, House & Garden* and *House Beautiful.* Your customers are reading about it—wanting it—asking where they can buy it. You should have the Armstrong Automatic Electric Range in your store now!

Armstrong Table Stove Week May 1st to 10th

A NATION-WIDE sales event for every appliance dealer in the United States. While this sale is on we will give FREE to every-one of your Armstrong Table Stove customers a $4 Armstrong Aluminum Waffle Iron. This event is being nationally advertised in *Good Housekeeping — Modern Priscilla — House & Garden* and *House Beautiful.* The plan is simple and requires little effort on your part. Hurry the coupon to us and we will give you all details. Here is a real selling event that will help you get a running start into good summer business on your electrical goods. Right now is the best time of all the year to increase your sales of Armstrong Table Stoves.



$4 Waffle Iron FREE to your customers!

Send Coupon.

THE ARMSTRONG MFG. CO.
1018 Seventh St., Huntington, W. Va.

Gentlemen:

Please send at once full information regarding the big Table Stove Sale, May 1st to 10th—whereby I can give a $4 Waffle Iron FREE to my customers.

Name .....

Address .....

Date .....

Electrical Dealers! Central Stations!

Here's Profit you've been overlooking!

THERE'S profit in the sale of Paul Electrically Driven Private Water Systems. Electrical merchandisers and Central Stations are logical outlets. Not only does the immediate sale bring you profit, but homes in which there is running water are better prospects for washing machines, electric ironers, dishwashers, etc. That's why you'll find Paul Systems *doubly profitable.*

Selling Water Systems Opens the Way to Many Sales

Every Central Station and Electrical Store should have at least one Paul Unit System on the floor. It will mean many easy sales picked up. We furnish newspaper electros and attractive stuffers for mailing with your invoices. You can add this profit without great effort. Mail the coupon below and get started now.

mail now!

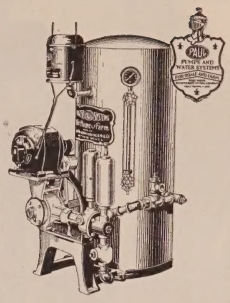
Fort Wayne Engineering & Mfg. Co.,
Fort Wayne, Indiana.

Gentlemen:

We are interested in your plan to merchandise Paul Motor Driven Water Pumping Systems through Central Stations and Electrical Dealers and believe the sale of Water Systems will open the way to larger sales of household appliances in outlying territory. *Tell us all about it.*

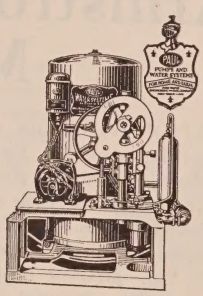
FIRM_____

ADDRESS_____



PAUL *Shallow Well Water Systems*

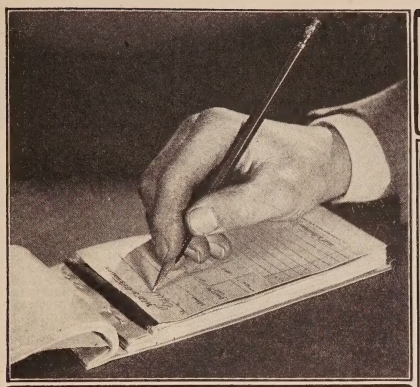
For water supply from well or cistern where water lift is not more than 22 feet. Made in five sizes—pumping 100, 120, 180, 210, and 360 gallons per hour. Provides water under pressure for drinking, cooking, dishwashing, laundry and bath room at small cost, and with practically no attention.



PAUL *Deep Well Water Systems*

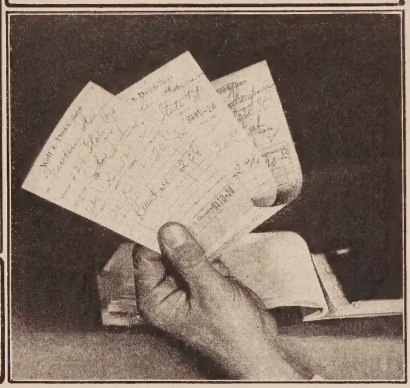
For use when the water lift is more than 22 feet. Systems range in capacity from 120 to 1950 gallons per hour — fully automatic. Smooth, steady pump action without knock or jerk. Designed for heavy duty on large estates, in institutions and factories as well as homes and farms.

Paul Unit System
Comes Assembled All Ready to Install



Writing order in Sure-Quad Sales Book* which supplies 4 copies in one writing.

Showing three copies removed from book and all attached. The fourth copy remains bound in book—a permanent record.

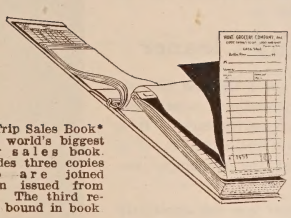


These "Sales Books" Will Stop Errors That Are Taking Your Profits

WHEN the first record of each transaction is right, errors do not start, charges get on the ledger and customers get the right goods. In other words—if your original entry is dependable, mistakes don't happen.

The best *original entries* are "sales books," as the most successful electrical dealers will tell you. Only one writing gives you all the records needed—and these records can't be anything but accurate. American Sales Books can be fitted to the requirements of any dealer. They will simplify the most complex system.

Whether you need two, three or more copies, one of our many styles of sales books will be just what you want.

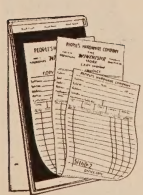


E-K Trip Sales Book*—the world's biggest selling sales book. Provides three copies—two are joined when issued from book. The third remains bound in book

Examine other electrical dealers' forms to improve yours

Samples of our forms used by successful electrical dealers will be shown you on request. Every form is designed and printed especially for the user. Back of every form is a proven system.

Look for our name in your phone book or write us direct. Without obligation, let us show what we can do to simplify and improve your present records.



Sure-Trip Sales Book*—provides three copies, all joined when issued from book.

* An Amsaboco Product

Amsaboco Products are made by American Sales Book Co., Ltd., the oldest and largest manufacturer in the world of sales books and other original entry system

American Sales Book Company, Limited

Dept. 183, Elmira, New York

Please show me how your "sales books" will stop errors in my business.

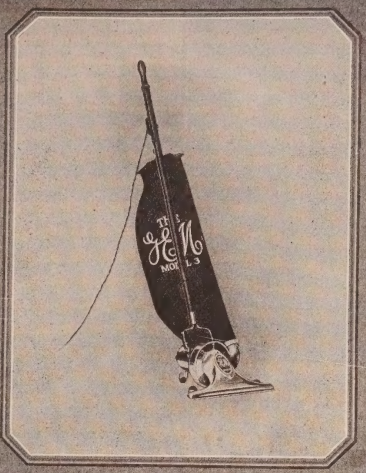
Name .....

Street .....

City ..... *State* .....

GEM Attachments

A complete 7-piece set consisting of fan case coupler, which is also used as blower connection; 8 ft. hose; 6 in. tool connector; upholstery nozzle; brush, which slips over upholstery nozzle; radiator and blower tool; 24-inch extension tube. Connection made thru nozzle, direct into fan case. As complete a set as furnished with any cleaner. Remarkably attractive retail price, only.... **$5.00**



The GEM Cleaner

A quality cleaner, ruggedly built. Has powerful General Electric motor; 14-inch nozzle; unusually powerful suction, efficient across entire width and at ends of nozzle for both embedded and surface dirt because of new nozzle design; trigger switch in handle; swivel rear caster; gravity oil system; wood handle; 25 ft. cord; bayonet lock bag; silver tone finish; light in weight. Retail price only..... **$44.50**

A New Winner!

WITH A DEFINITE BIG DISTRIBUTOR-JOBBER POLICY

With the Powerful "GE" Motor — *The GEM Cleaner* — **Cleans With Air Only**

A NEW, Popularly Priced Cleaner of Unusual Quality, for the jobber, Electric Service Company, Department Store and Appliance Distributor who want to

Dominate the Price Field with a Quality Cleaner

Here is a cleaner with which you can Dominate, on Quality, Completeness and Price.

The new GEM Cleaner is a Straight Suction type cleaner which meets and beats competition. It has powerful, effective suction. All other claims notwithstanding, the Gem has more powerful, more efficient suction—cleans faster than any other cleaner of its type. Substantiate this yourself! Simply compare The Gem with any cleaner for efficiency, for quality construction, for 100-cents-on-the-dollar value!

The Gem Cleaner has a General Electric motor; a scientifically designed nozzle and many other appealing conveniences. It is sturdily built. It has a fine, complete set of attachments selling at the amazingly low price of $5.00.

With this new cleaner you can absolutely dominate the Price Field in your Market—and make a very satisfactory profit!

Write today for details! Let us send sample for testing and approval.

[To the large Distributor—we have unexcelled facilities for furnishing you with a high quality cleaner under your own name at a most attractive price. Write for details.]

The United Electric Company

Canton, Ohio

In Canada at Toronto

Also makers of TUEC Stationary and Truck Type Cleaners, TUEC Swimming Pool Cleaners, and WAXPOL Floor Waxer and Polisher.

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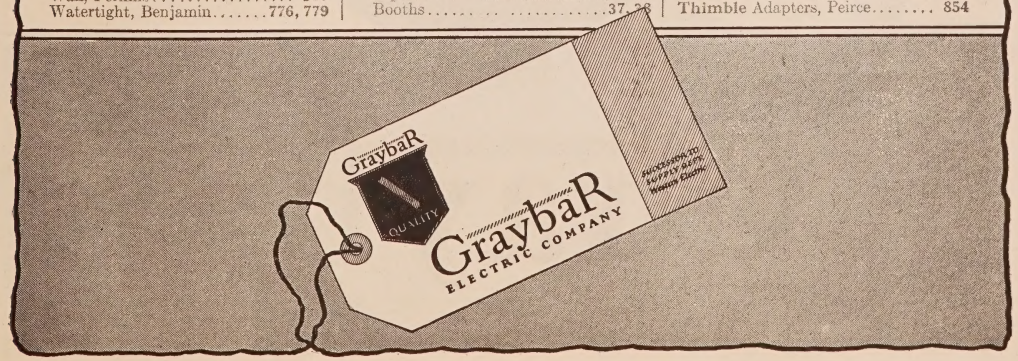
Back of 60,000 electrical products



BACK OF 60,000

A new name

GraybaR

QUALITY

GraybaR

SUCCESSOR TO

ELECTRICAL PRODUCTS

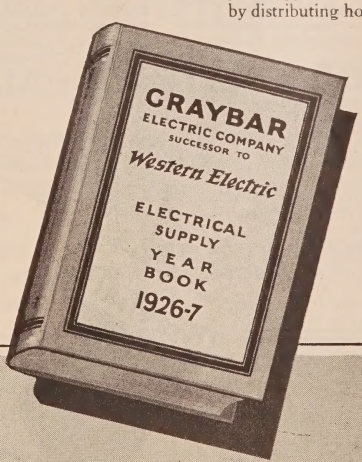
that's 56 years old

"The supply department of Western Electric, taking Graybar Electric as its name, becomes a separate organization on January 1st." This announcement at the year's beginning told of one of the biggest changes in the electrical industry.

Fifty-six years of Western Electric experience have set the stage for the Graybar name. More than 60,000 electrical products have carried the mark of quality standards that will continue under the Graybar shield.

To the upholding of these standards Graybar Electric brings the wisdom of maturity with the eagerness of youth to serve.

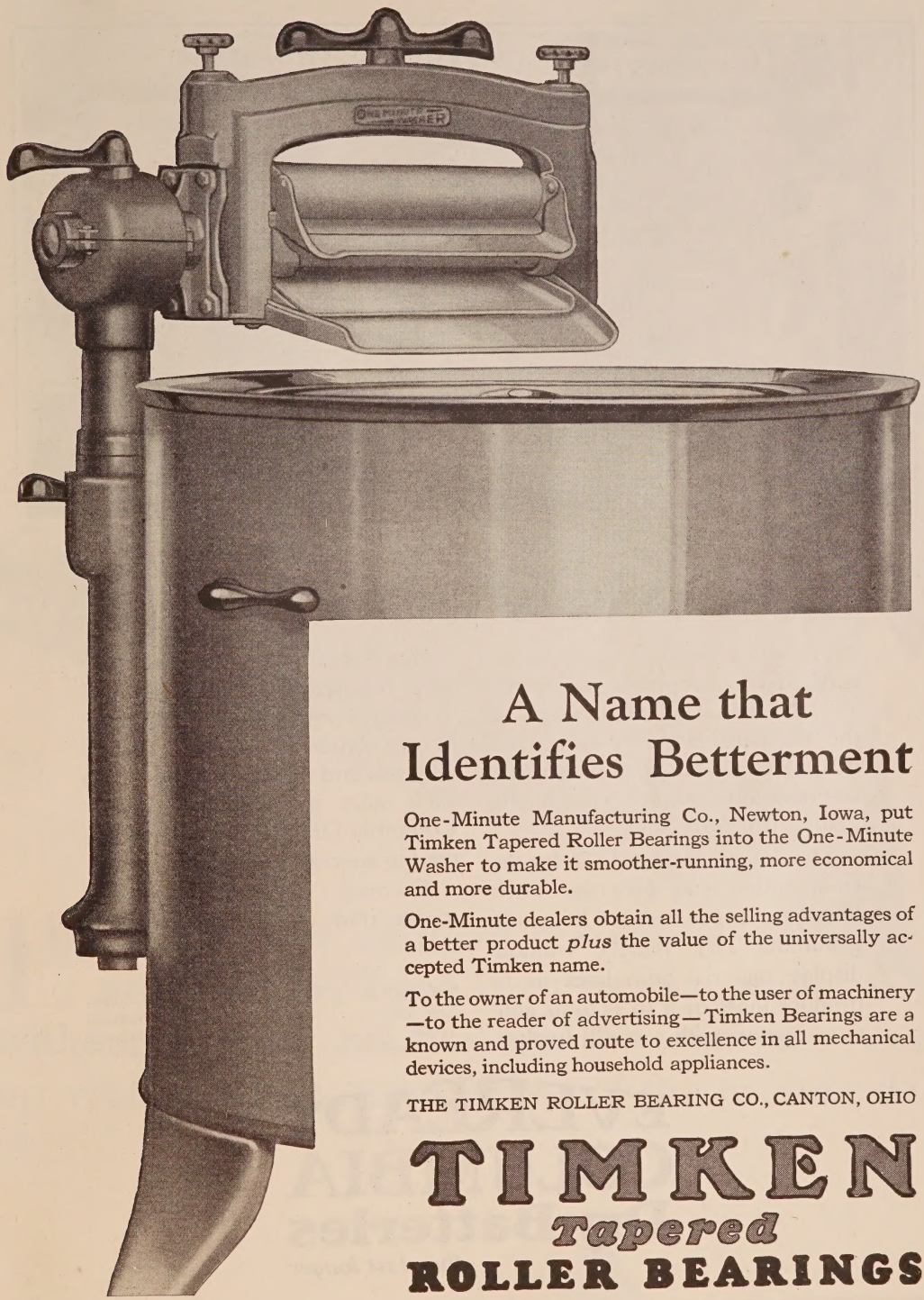
Everything electrical at your fingertips! That's what the Graybar Year Book gives you. Write for your copy to our nearby distributing house.



Electric

SUPPLY DEPT. *Western Electric*

The GraybaR tag
-another way
to say reliab-
ility back of
60,000
electrical
products
Over 60,000 items are listed in the Graybar Year Book—recognized as the most complete index to reliable electrical products. All these products are shipped under the Graybar Tag.
GraybaR
QUALITY
GraybaR
ELECTRIC COMPANY
SUCCESSOR TO SUPPLY DEPT. Western Electric



A Name that Identifies Betterment

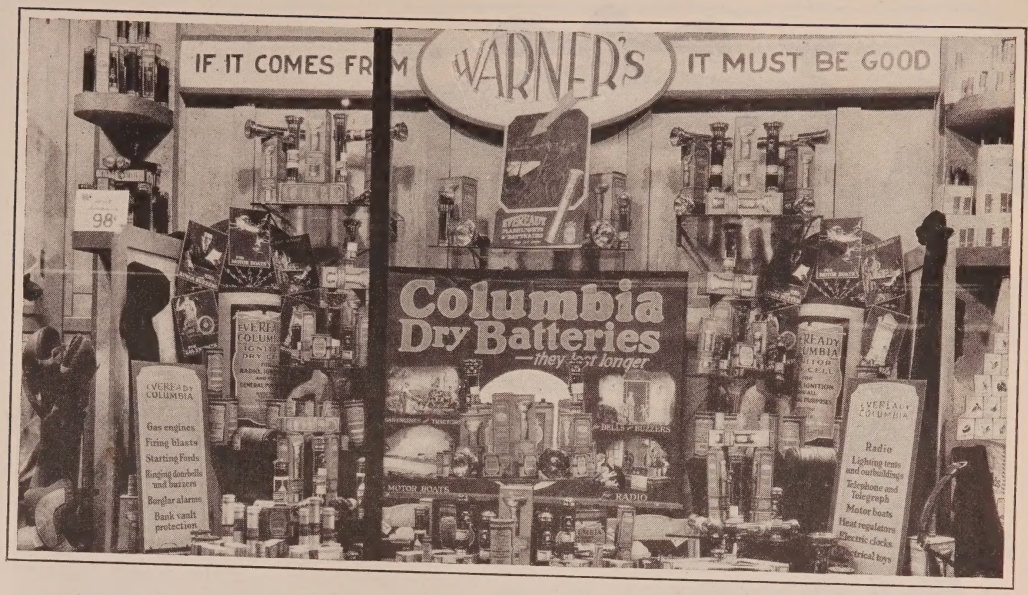
One-Minute Manufacturing Co., Newton, Iowa, put Timken Tapered Roller Bearings into the One-Minute Washer to make it smoother-running, more economical and more durable.

One-Minute dealers obtain all the selling advantages of a better product *plus* the value of the universally accepted Timken name.

To the owner of an automobile—to the user of machinery—to the reader of advertising—Timken Bearings are a known and proved route to excellence in all mechanical devices, including household appliances.

THE TIMKEN ROLLER BEARING CO., CANTON, OHIO

TIMKEN
Tapered
ROLLER BEARINGS



Co-operation

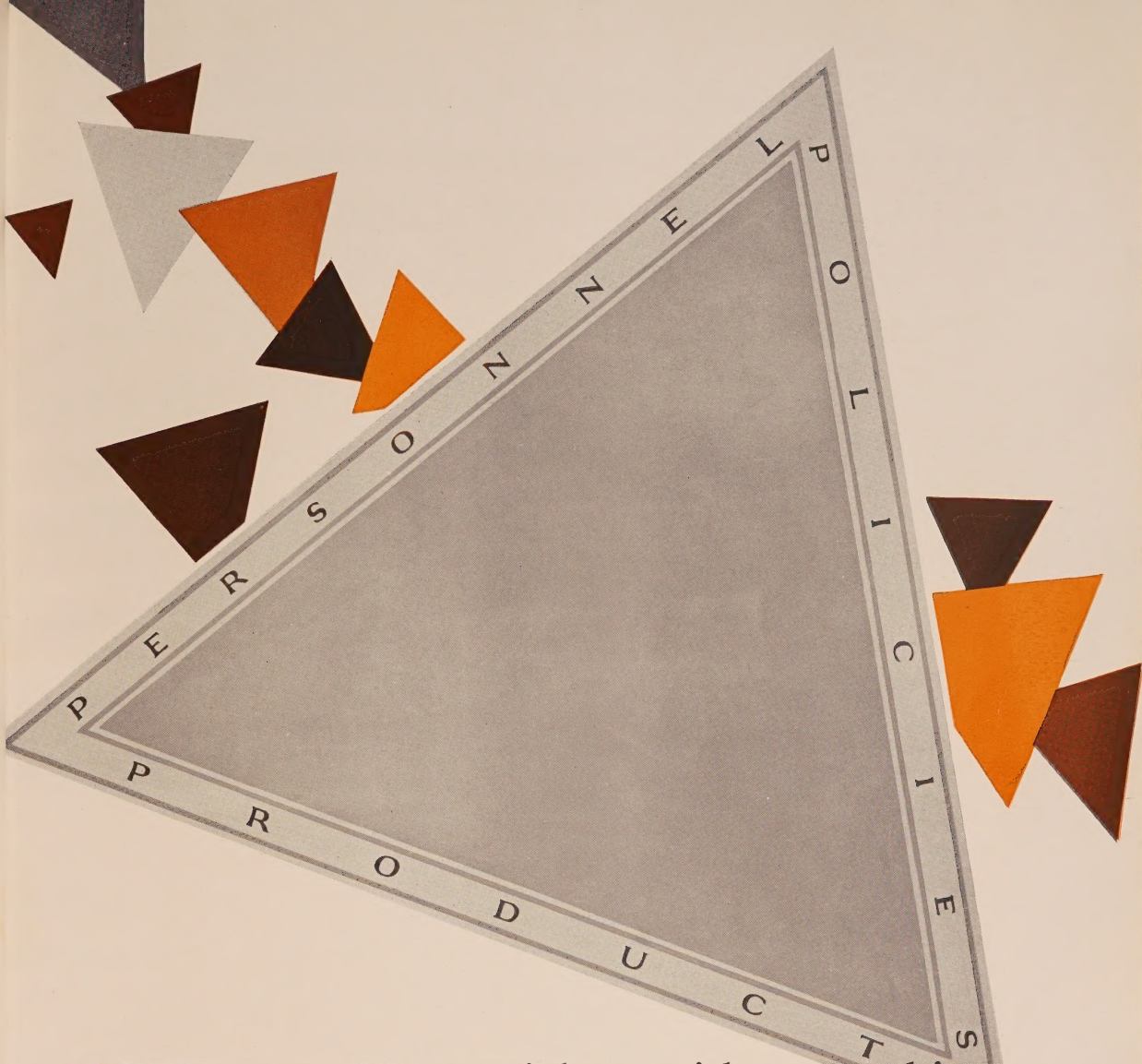
"WE ARE receiving excellent returns from your products," writes E. F. Carlson, vice-president of the Warner Hardware Co., Minneapolis. "Thank you for the co-operation we are continually getting from you."

Thank you, Mr. Carlson, for the co-operation you give us. Such liberal use as you make of Eveready Columbia Dry Battery window display material stimulates us to produce more of it so as to be able to co-operate with you still further, in this and other respects also. The wise business man puts most of his energy into pushing nationally known products. That is exactly why you and we, Mr. Carlson, help each other in pushing Eveready Columbia Dry Batteries. They are the big success in batteries.

Eveready Columbias are sold to the trade through the jobbers exclusively.

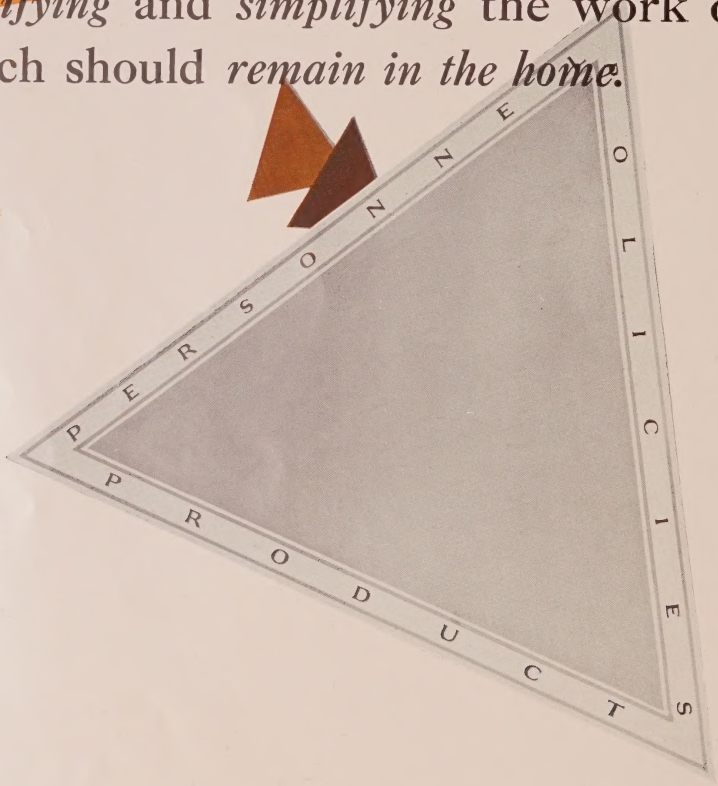
Manufactured and guaranteed by
NATIONAL CARBON COMPANY, INC.
New York San Francisco
Atlanta Chicago Dallas Kansas City Pittsburgh
Canadian National Carbon Co., Limited, Toronto, Ontario

EVEREADY
COLUMBIA
Dry Batteries
—they last longer



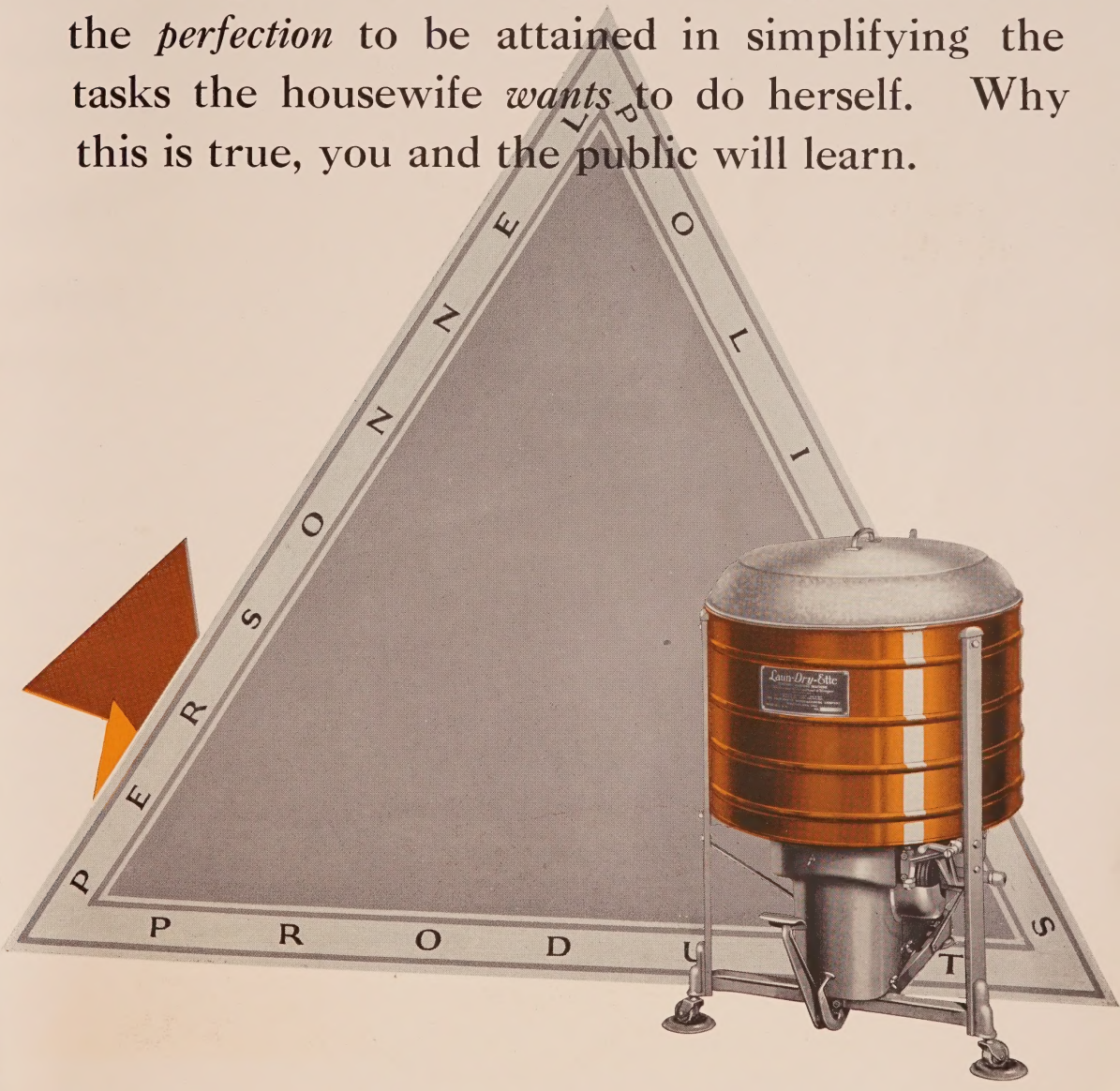
LET'S get this straight—without making a profit no business man can succeed. And without *knowing* his business no man can keep up with the push and drive of the present day.

BUSINESS success is built on the effective co-ordination of Product, Personnel and Policy —machine, man and idea working *together*. We are all interested in a great and growing industry—that of harnessing electrical power to save human labor, clearly seen in the washing machine field. Here it is that Laundryette seeks true success by *dignifying* and *simplifying* the work of the home which should *remain in the home*.



Laun-Dry-Ette
ELECTRIC WASHING MACHINE

EVERY type of washing machine on the market today is the result of sincere effort to solve effectively the problem of lightening woman's work. Yet, the trail blazed a decade ago by Laundryette in the *wringerless* field is still more significant. It leads to full appreciation of the *perfection* to be attained in simplifying the tasks the housewife *wants* to do herself. Why this is true, you and the public will learn.



WE welcome good, honest competition. Through Laundryette's superiority of performance, we are going to demonstrate to the public *in a new way* our right to its confidence. That done, many things which now *improperly* occupy a position of major importance in the industry—things like prices, terms, mechanical action—will automatically take *their true position as minor considerations.* It is Laundryette's objective to make this idea wholly effective.

Any responsible merchandiser can begin to build his own business into permanence and independence by advising us of his willingness to do so.

THE LAUNDRYETTE MANUFACTURING COMPANY
1209 East 152nd Street, Cleveland, Ohio

PERSONALITIES

PRODUCTS

Laun-Dry-Ette
ELECTRIC WASHING MACHINE

Where Quality is more than a word—

The SWEEPER-VAC

SWEEP

THE LIFETIME GUARANTEE
is proof positive of Sweeper-Vac
QUALITY

Such a pledge of lifetime service as given exclusively with the Sweeper-Vac is possible only with a product of highest quality.

New England craftsmanship plus most modern production methods working in an ideally modern plant of four-acre floor space produce in the Sweeper-Vac a vacuum cleaner unexcelled.

Refinements are many; innovations frequent, and ever we strive to supply in the Sweeper-Vac a cleaner of greater usefulness for all housecleaning.

Following are several pages exhibiting quality as found in the more important parts. But in minor things; for example, its rubber-tired steel disc wheels; a steel rather than aluminum fan; a worm gear mechanism for driving the brush; a lever to switch the brush off when the easily joined attachments are used, all of these give evidence that expense has not been spared to make the Sweeper-Vac the Quality Cleaner.

MOP BY VACUUM!

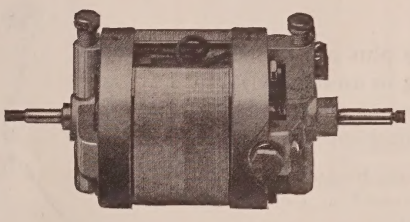
Nothing is more practical for suction cleaning walls, but the chief service of the Vac-Mop is in suction cleaning hardwood floors. Modern Priscilla says: "The Vac-Mop connects the Sweeper-Vac with perfection". It is given Free to every housewife purchasing a Sweeper-Vac.

M. S. WRIGHT CO., Worcester, Mass.

The Oldest of All Vacuum Cleaner Manufacturers

ER-VAC

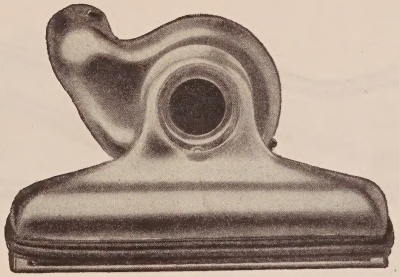
DOMESTIC ELECTRIC COMPANY



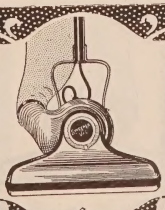
The Domestic motor used in the Sweeper-Vac is especially constructed to operate this cleaner and is not merely a stock motor adopted for the purpose. The combined talent of Domestic and Sweeper-Vac engineers was merged to create the proper Sweeper-Vac motor design and then the construction was entrusted to Domestic fractional horse power motor specialists. The Domestic Electric Company, manufacturing fractional horse power motors exclusively can make such motors more skillfully than we, yet it is really a department of the M. S. Wright Company.

The SWEEPER-VAC

ALUMINUM COMPANY *of* AMERICA

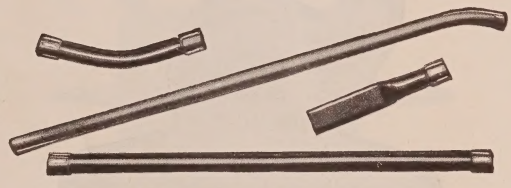


Die-Casting is the highest refinement of the art of metal moulding. Aluminum, suitably alloyed, is the ideal quality die-casting metal. Aluminum Die-Castings conform to design, are strong and take a beautiful finish. The exclusive use of Aluminum Die-Castings supplied by the Aluminum Company of America is a mark of the care exercised in the choice of materials for the Sweeper-Vac.



The SWEEPER-VAC

ELYRIA IRON & STEEL COMPANY

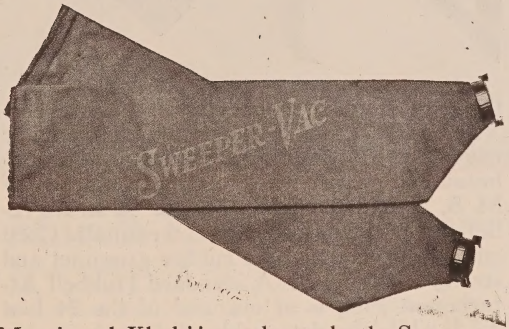


The Sweeper-Vac Quality Keynote finds repetition in the steel tubing used for the handle and attachment parts. Instead of a wooden handle the Sweeper-Vac owner enjoys safe, strong steel. Instead of cheap composition attachments, Sweeper-Vac attachments are made of the highest quality steel supplied by the Elyria Iron & Steel Company. This steel tubing is welded to prevent loosening, does not mar and takes a quality finish in keeping with the Quality Sweeper-Vac.

The SWEEPER-VAC

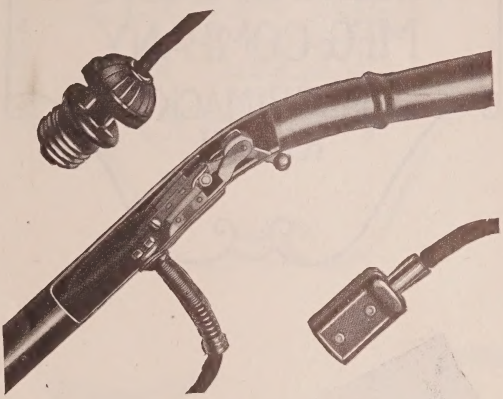
MERRIMACK MFG. COMPANY

MERRIMACK KHAKI



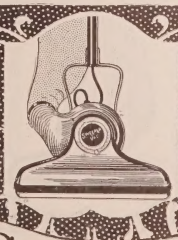
Merrimack Khaki is used to make the Sweeper-Vac bag. It proved the strongest of many materials tested in our search for a material that would stand up under a continual rush of dust and grit. We found Merrimack Khaki just the right weave for our purpose,—porous enough to let the air out, fine enough to hold the dirt in,—washable and strong enough to stand up for years.

The SWEEPER-VAC



Observe, in this sectional view of the Sweeper-Vac handle, its conduit construction, rubber covered wire inside a steel casing. The unbreakable switch with rotating contact is of M. S. Wright Company design. A strain relief plug prevents loosening at terminals. Cord cuts are prevented by a rubber grommet and strong wire spring. A standard Hubbell Attachment Plug is at one end of the 24 foot cord, while the detachable plug at the motor end is of Bakelite. Spot-welded tines and a warm wood grip complete a quality handle that gives further evidence that Sweeper-Vac Quality is more than a word.

M. S. WRIGHT COMPANY
WORCESTER, MASS.



The SWEEPER-VAC

The Davis 1926 Electrical Show

March 15th to 24th incl.

Merchandisers of Electrical Appliances are cordially invited to visit our Second Annual Home Electrical Show to be featured at this store beginning March 15th and until March 24th incl. This Electrical Show idea was inaugurated last year for the purpose of showing the latest and newest inventions in electrical home labor-saving appliances.

Write us, attention of H. C. Price, for details.

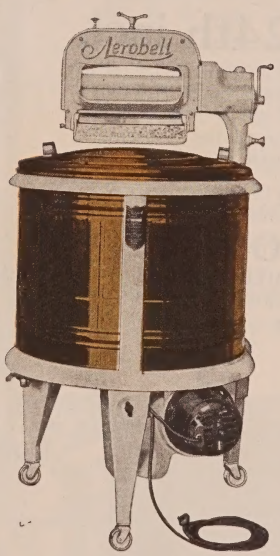
THE DAVIS COMPANY

RETAILERS OF GENERAL MERCHANDISE
STATE—JACKSON—VAN BUREN—STREETS
CHICAGO

The stage is set for

INTENSIVE preparation for three years has set the stage for tremendously increased activity in the production and sales of Aerobell.

The machine, which was recognized upon introduction as an uncommonly well designed and finely made mechanism, has been refined wherever experience and the best engineering talent could point out a chance for improvement. Today, it is generally conceded that there is no better machine, mechanically, than Aerobell.



MODEL B
AEROBELL
$165.00 List

Commercially, the problems of retail sales, which are the problems of the dealer, have received the most serious attention. Making the machine itself as nearly perfect as possible went hand in hand with plans to take out as much grief as possible from retail selling, and make Aerobell easier to sell.

In connection with this a retail store was established over two years ago. It has been used as a sales laboratory, handling nothing but Aerobell washers, and has been 100% self-supporting—in fact has made money.

The Foote-Burt

13000 St. Clair Avenue,

Builders of High Quality

Aerobell dealers are

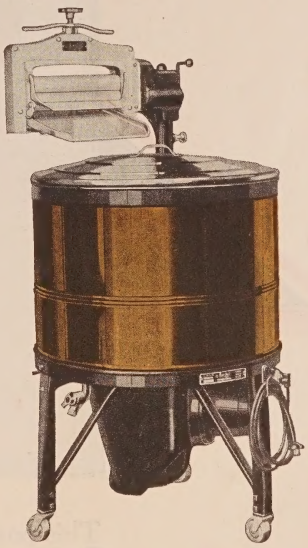
greater Aerobell expansion

With it, the makers of Aerobell have learned to think and plan with the dealer and to appreciate all his problems—purchasing, finance, display, sales, service, and employment. Out of the store have come many of the points in the machine and many of the ideas in the sales plan that make Aerobell easier to sell.

The smaller size model C Aerobell at a lower price was put on the market to round out the line and give dealers a machine of the highest quality, that could be profitably sold against the most objectionable price competition.

Aerobell dealers can now use the most liberal finance plan available for retail sales and wholesale purchasing.

A provision has been made for local newspaper advertising to help dealers turn their stock faster.



Aerobell is now prepared to do a big selling job. The factory is ready for production on a big scale and the most effective sales assistance is ready for dealers. The Aerobell plan for selling washers is a sound, sensible one. The sooner you connect with it, the sooner you will profit. Write now.

Company

Cleveland, Ohio

Machines Since 1892.

making money this year.

MODEL C
AEROBELL
$140.00 List

A smaller machine, a fast washer, at the lowest price of any vacuum cup washer with a real copper tub and aluminum wringer.

Thor Advertising

Saving Time
for American Housewives
THOR electric household labor savers are saving time in over a million homes. They are making life easier and happier for wives and mothers. Let Thor Electric Washers and Ironers save *your* time, strength and youth.
Thor home laundering will save your clothes, too. It also assures you that no hands but those in your own household touch your garments, linens, towels, etc. It enables you to do your laundering easily under the known, healthful, clean conditions in your own home.
Thor is the oldest name known among electric washers and ironers. With the purchase of a Thor Cylinder Washer or Thor Folding Ironer you have an assurance of lasting, dependable, economical service. There is an unconditional guarantee for every Thor product.
Thor Cylinder Washer
ELECTRIC HOUSEHOLD UTILITIES CORP.
CHICAGO NEW YORK SAN FRANCISCO

This powerful advertisement appears in The Saturday Evening Post, March 20th. It is part of our continuous program in both the Post and the Good Housekeeping Magazine. ¶ Sell the line that helps you most in your selling to the public. This advertisement will carry the Thor story into 2,500,000 homes and help make Thor Cylinder Washers and Thor Folding Ironers the easiest of all to sell.

Helps You Sell

2 pages in colors—The Saturday Evening Post, March 20th

Thor Folding Ironer
YOU can sit in a comfortable chair and do an ordinary day's ironing in part of one morning. The Thor Folding Ironer makes it easy. There are no pedals. No effort is required. You merely guide the pieces through. Just the touch of a finger at either right or left end control starts or stops it. Everything is automatic.
The Thor Folding Ironer will fit in even a small kitchen. No special wiring is necessary. Just connect it to any electric wall or baseboard outlet—for electric heat and current for the small motor. Iron in the kitchen or wherever it is most convenient and cheerful.
The roll is open for its full length so that you can put a skirt over it, as on an ironing board, to iron or press as a rule. It irons the waist, dress or gown as well as flat pieces. When through ironing it folds up to about the size of a kitchen chair and rolls into a closet or corner. It is more convenient to take out and use, when desired, than an ironing board and hand iron.
The operating cost for electric heat and current is about the same as for using a hand iron. (May be had for gas heat, if preferred.)
50c Book Free
Send for the book, "You and Your Laundry," by Mrs. Christine Frederick, nationally known authority on home economics. It gives many helpful suggestions and directions for removing various stains, etc. Just mail the coupon below. We will send with the book complete literature on Thor electric household labor savers.
Mail the Coupon
The open end is convenient for ironing skirts, ruffles, etc.
You and Your Laundry
Thor
FORMERLY HURLEY MACHINE CO.
BOSTON TORONTO, CANADA LONDON, ENGLAND

Send for full information on the Thor line and its profit opportunities in time to reap the benefit of this and the other advertisements to follow.

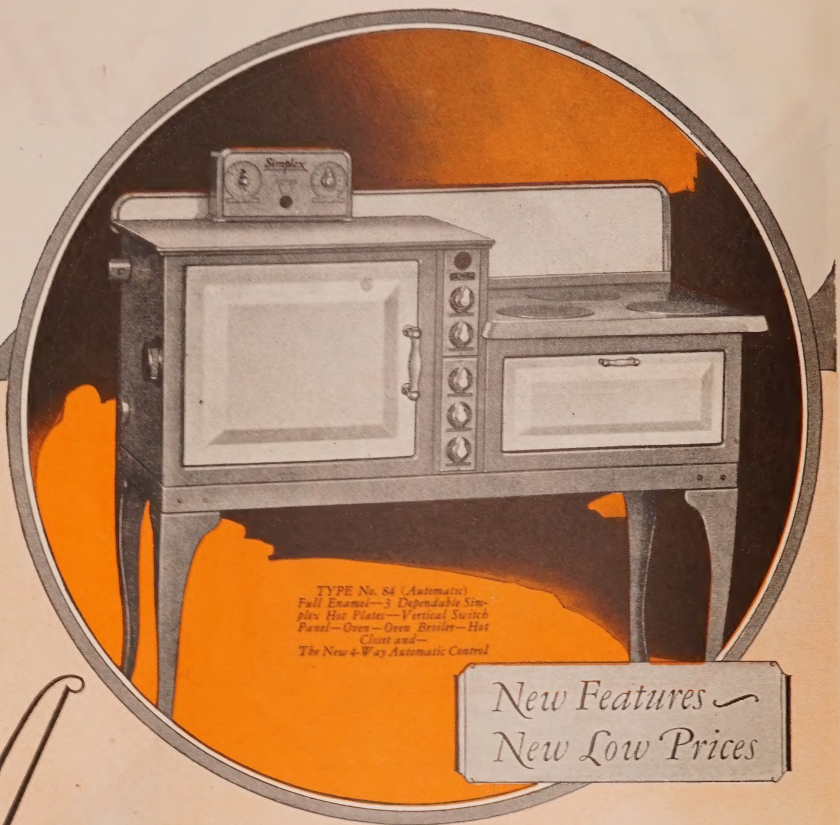
ELECTRIC HOUSEHOLD UTILITIES CORP.
(Formerly Hurley Machine Co.)
Chicago New York San Francisco Boston
Toronto, Can. London, England

Electric Household Utilities Corp.
2002 South 54th Avenue
Chicago, Ill.

Send full information and dealer's proposition on the Thor line.

Name.....

Address.....


TYPE No. 84 (Automatic)
Full Enamel—3 Dependable Simplex Hot Plates—Vertical Switch Panel—Oven—Oven Broiler—Hot Closet and—
The New 4-Way Automatic Control

New Features ~
New Low Prices

Announcing the New Complete Line of

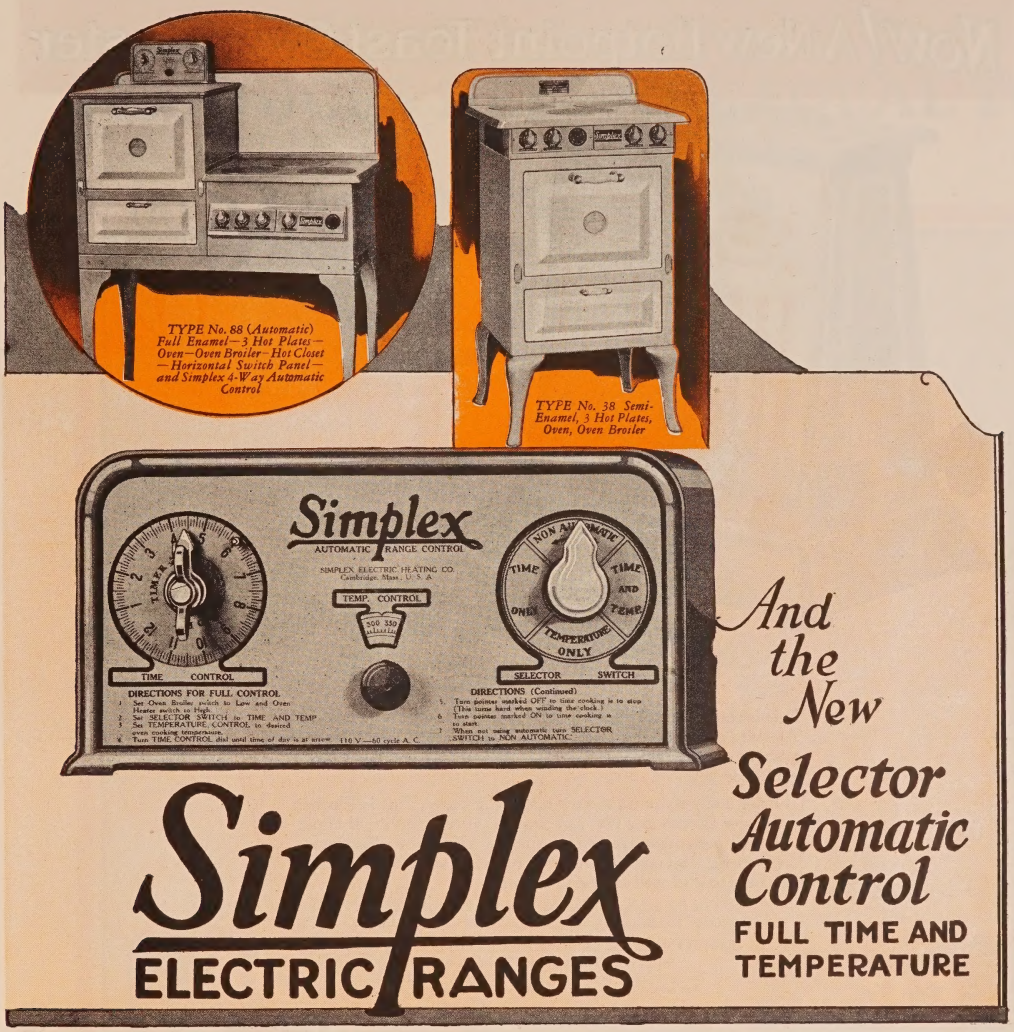
In Full Enamel and Semi-Enamel

EVERY worthwhile feature suggested by our many years experience in the manufacture of electric ranges has been improved upon and built into this new, *complete* line of Simplex Ranges. Whatever your customers want—in convenience, in capacity, in finish—is now available in a Simplex, at the lowest prices ever asked for such outstanding range quality.

Most noteworthy of the new Simplex features is the new Simplex Automatic 4-Way Control—a compact, complete unit that may be attached quickly and easily to any regular Simplex model. No need for you to carry large stocks in order to have both automatic and non-automatic ranges. Every Simplex is EITHER at a moment's notice. Carry a normal stock

SIMPLEX ELECTRIC HEATING COMPANY

Send for full information concerning this



Finishes—Sizes to Meet Every Demand

of Simplex Ranges and a few Simplex Automatic units. Then sell your customers whichever type range they want.

The new Simplex line with its many new features—its unique automatic control—its dependable Simplex hot plates—will provide hundreds of women with leisure and convenience they have never known before. Sell the convenience—the pleasure—of cooking with a new Simplex. The Range will sell itself.

We have prepared special literature giving all the details of the new Simplex line. Let us send it to you together with our "self-starting" sales plan for transforming range *prospects* into range BUYERS. Write for prices and full information today!

85 SIDNEY STREET, CAMBRIDGE, MASS. 15 SOUTH DESPLAINES STREET, CHICAGO, ILL.

Complete New Line of *Simplex* Ranges.

Now! A New Hotpoint Toast-Over Toaster

Retails for only $6.00

This is the lowest price at which a genuine Hotpoint Toast-Over Toaster has ever been offered. A decided advantage over other toasters of this type is the switch in the cord—a great selling point for you.

Order a supply of these new toasters at once. This is Electric Toaster Month and you can cash in on the combined effort to sell more toasters to the public. Hotpoint's Saturday Evening Post advertisement of March 6 announcing this new toaster will interest millions.

Tell the public that you sell the new Hotpoint Toast-Over Toaster and gain the benefits from this publicity

EDISON ELECTRIC APPLIANCE CO., Inc.
5608 West Taylor Street, Chicago, Illinois
Boston—New York—Cleveland—Chicago—St. Louis
Atlanta—Ontario, Calif.—Los Angeles—San Francisco
Portland—Seattle—Salt Lake City
In Canada: Canadian General Electric Co., Ltd., Toronto

Hotpoint SERVANTS

WORLD'S LARGEST MANUFACTURER OF HOUSEHOLD ELECTRIC HEATING APPLIANCES

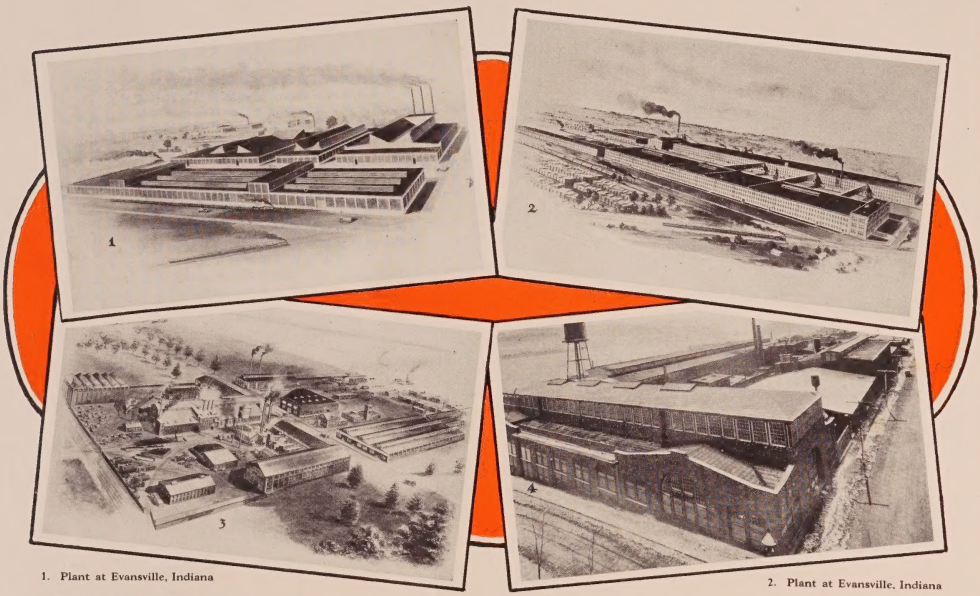
Irons Percolators Hedlite Heaters Fireless Type Cookers Heating Pads Curling Irons Grills, etc.

ONE SERVEL

PRODUCES REVENUE EQUAL TO~

SERVEL

IS SOLD BY ELECTRIC LIGHT AND POWER COMPANIES IN OVER 700 COMMUNITIES



1. Plant at Evansville, Indiana
2. Plant at Evansville, Indiana
3. Plant at Carteret, N. J.
4. Plant at Newburgh, N. Y.

These Great Factories are Owned and Operated by The SERVEL Corporation

Everything used in the construction of Servel Electric Refrigerating Machines, with the exception of the standard makes of electric motors and a few highly specialized parts, is built in these factories. Refrigerators, compressors, tanks, control switches, float valves, trays, fans and even the copper tubing for the coils, are made under one management as an assurance against delays or varying quality.

THE SERVEL CORPORATION

CHICAGO BOSTON DETROIT MINNEAPOLIS — NEW YORK — SALT LAKE CITY ST. LOUIS DENVER ATLANTA SAN FRANCISCO LOS ANGELES SEATTLE DALLAS

Factories: *Evansville, Ind.* *Carteret, N. J.* *Newburgh, N. Y.*

SERVEL

Tested and Approved by Good Housekeeping Institute — Conducted by Good Housekeeping Magazine

Trade Marks Reg. U. S. Pat. Off.

© 1926, The Servel Corporation, New York

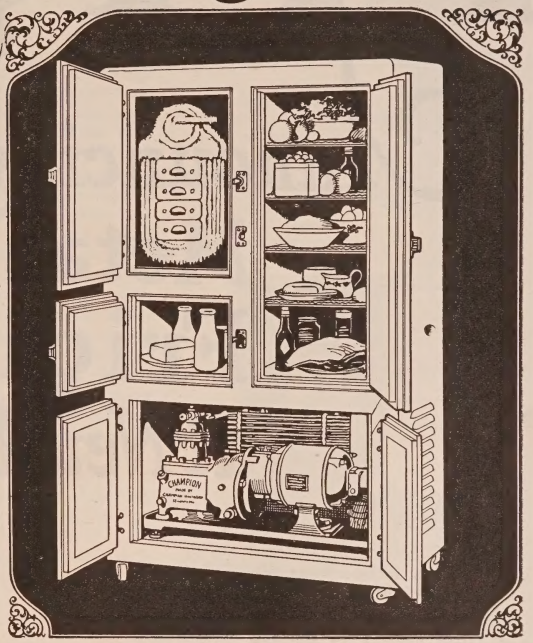
Printed in U. S. A.

F 1007

Choice Territory Going Fast!

Champion ELECTRO-ICER

DEPENDABLE HOUSEHOLD REFRIGERATION



CHAMPION SELF-CONTAINED MODEL

IF you have financial and business standing in your community, here is a wonderful opportunity for you. Here's your chance to sell electric refrigeration proved by years of satisfactory service —and to *have your sales financed* under the most liberal selling plan ever devised.

You Can Make Big Money with the CHAMPION ELECTRO-ICER

Read this Selling Ammuniton

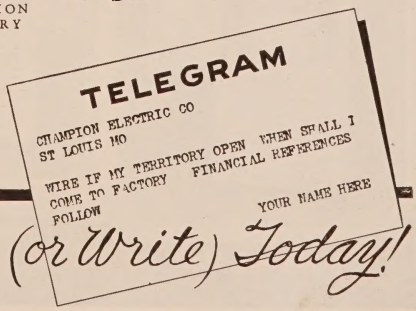
1. Most liberal selling plan ever devised.
2. Backed by a firm manufacturing precision machinery for 25 years.
3. Highest financial rating.
4. Unit past experimental stage—quantity production.
5. Direct silent drive—no belts.
6. Two-cylinder balanced compressor. Self lubricating.
7. Pressure temperature control.
8. Fool proof—no exposed moving parts.
9. Most reliable refrigerant.
10. Made complete (including motor) in our factory.

CHAMPION FACTORY

CHAMPION ELECTRIC CO.

Subsidiary Champion Shoe Machinery Co.

3717 Forest Park Blvd. St. Louis, Mo.



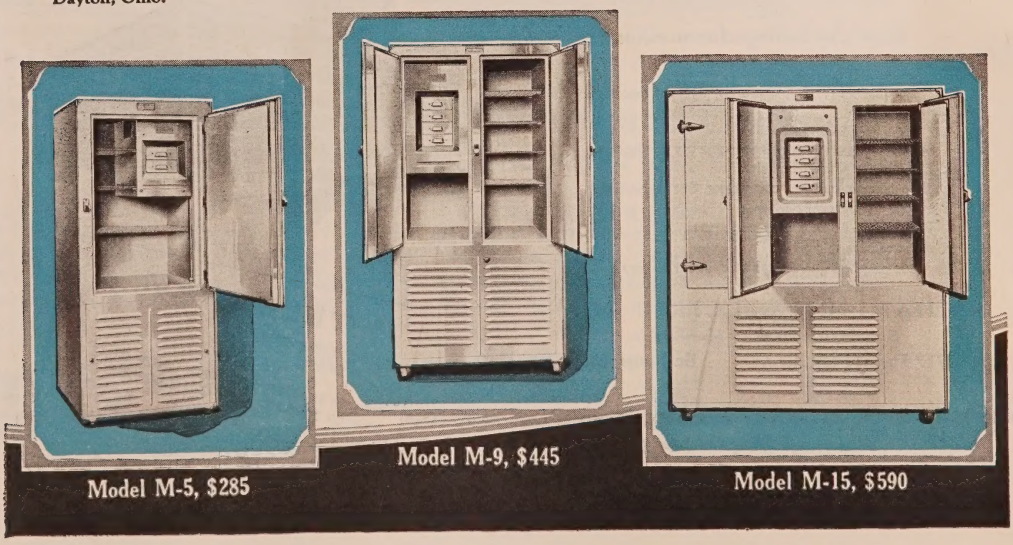
Send this Telegram (or Write) Today!

Frigid

Announcing~

Metal Cabinet Frigidaires *at New Low Prices*

The new metal cabinet Frigidaires have from five to fifteen cubic feet of food space, freeze from five to twelve pounds of ice, are finished in white Duco on steel, with bright metal trim, and are lined with seamless porcelain-enameled steel. *Model M-5-2 has no metal trim and is lined with enameled metal. All prices f. o. b. Dayton, Ohio.



Model M-5, $285

Model M-9, $445

Model M-15, $590

aire

HERE is a complete new line of metal cabinet Frigidaires, built of steel and insulated with solid corkboard, beautifully finished in enduring white Duco and bright metal trim, with linings of heavy, seamless, one-piece porcelain-enameled steel.*

These new Frigidaires are operated with standard Frigidaire mechanical units that are today rendering dependable and economical service to more than 100,000 users.

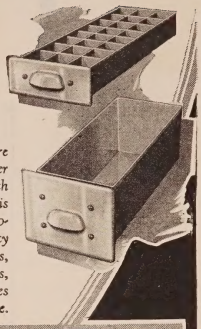
A vastly increased demand has resulted in great economies in manufacturing, making possible the low prices of the new metal line which offers an ideal size and arrangement for the needs of every family. Adequate ice and dessert freezing capacity is provided by both single and double depth trays, shown at the right.

The new metal Frigidaires, made entirely at the Delco-Light factories, offer revolutionary values in household electric refrigeration. For instance, the model with a capacity of nine cubic feet has been our most popular size. We offer the same food storage capacity in the new metal line at a price $115 lower.

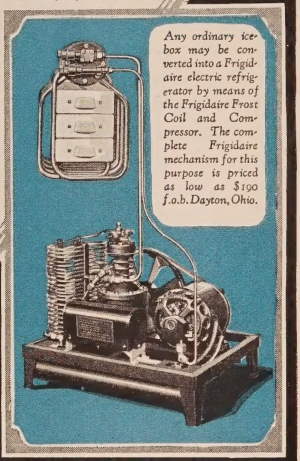
To the Public Utility Company the new metal cabinet Frigidaires offer a sales opportunity greater than ever before. They offer a greatly increased line, new low prices, the opportunity for establishing thousands of new current outlets through a vast widening of the field for electric refrigeration.

A tremendous advertising campaign, including national magazines and hundreds of newspapers, is now presenting the new metal cabinet Frigidaires to the public—to your public. And the Frigidaire supervisory headquarters, located at strategic points throughout the country, are making special plans to help you share this immediate increase in Frigidaire sales and profits.

Write today for complete information about the Frigidaire franchise.



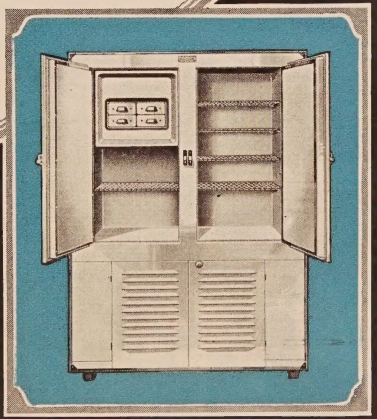
The new Frigidaires are equipped with either single or double-depth freezing trays. This new arrangement provides ample capacity for freezing creams, sherberts, ices, or salads, as well as small cubes or a large cake of ice.



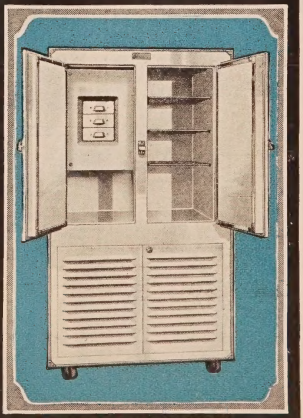
Any ordinary icebox may be converted into a Frigidaire electric refrigerator by means of the Frigidaire Frost Coil and Compressor. The complete Frigidaire mechanism for this purpose is priced as low as $190 f.o.b. Dayton, Ohio.

DELCO-LIGHT COMPANY, Dept. Z-24, Dayton, Ohio
Subsidiary of General Motors Corporation
The World's Largest Makers of Electric Refrigerators

Model M-5-2, $245

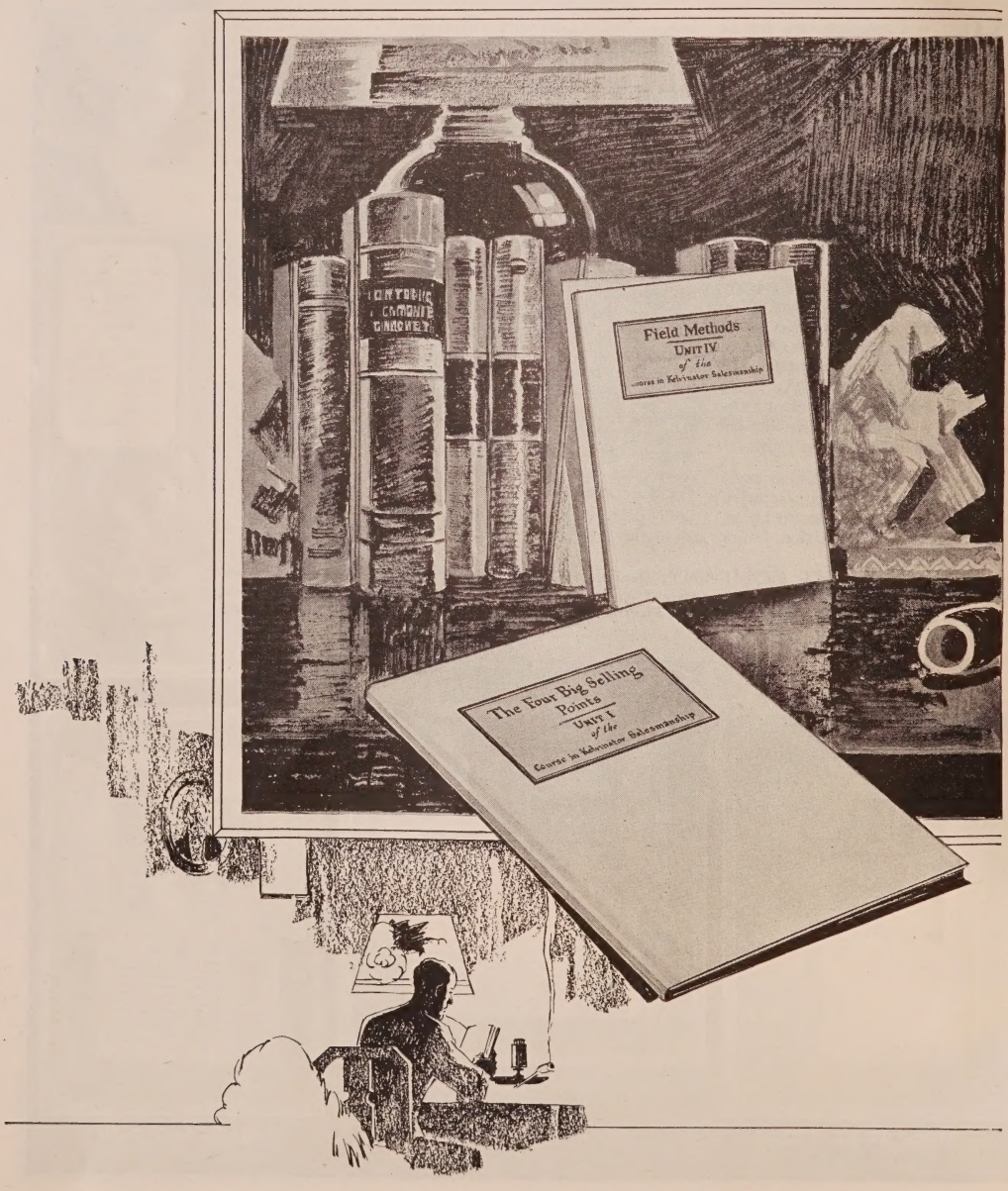


Model M-12, $495



Model M-7, $345

Train


Field Methods
UNIT IV
of the
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The Four Big Selling Points
UNIT I
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Course in Kelvinator Salesmanship

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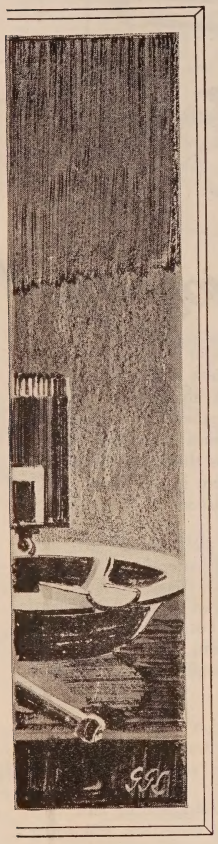


to enable your men to put more electric refrigeration on your lines

You, as Central Station men, are either handling electric refrigeration now or planning to do so soon. You either need or will need trained men to do the selling.

Last year Kelvinator established the Kelvinator Institute to meet this situation. The Institute offers a complete schooling in electric refrigeration, covering everything from simple selling to the executive work of sales organization and department installation. Incidentally, it teaches the proper handling of the Kelvinator Open Door Plan, the Kelvinator Easel and the many other selling tools which Kelvinator has developed for you.

The Kelvinator Institute is basic. It is for the new salesman who knows nothing about the industry or for the merchandising manager who already knows the electric appliance business. It will help the salesman become a producer who will sell from the start and help put your electric refrigeration department on a paying basis *right now*. It will help the merchandising manager to build firmly and rapidly.

Whether or not you now handle Kelvinator we will gladly furnish you with details of this new constructive force behind "the oldest domestic electric refrigeration" and behind the industry.

KELVINATOR CORPORATION. 2072 WEST FORT STREET, DETROIT, MICHIGAN
Kelvinator of Canada, Limited, London, Ontario

Kelvinator

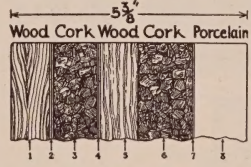
The Oldest Domestic Electric Refrigeration

"Better-Always-Better"

The most talked-of subject wherever women get together!

A refrigerating system can be only as good as its cabinet

Jewetts are lined with SOLID porcelain, 1¼ inches thick. All other so-called "seamless" "one-piece" or "cleanable" porcelain linings are made of thin sheet metal coated with baked enamel. That's why Jewetts never dent, chip, peel, or rust out and why "they last a lifetime."



Cross section of Jewett walls—top, bottom and sides—twice as thick as ordinary refrigerators and insulated with pure sheet cork. That's why Jewetts lock the cold in and the heat out, and cost less than any other to operate.

This is No. 3 of a series of advertisements giving reasons why Central Stations should merchandise refrigerator cabinets even though they are not in themselves current consuming devices

At teas, at dinners, at bridge parties, at social events of all sorts the subject of electric refrigeration is being widely discussed. Women who never talked about their washers, ironers or vacuum cleaners (because they are "labor-saving devices") speak with great pride about their new electric food preservation systems—possessions that today surpass in social importance any other single item in the home. Such conversation indirectly creates more orders.

But to guests and even the hostess, all freezing units look alike—it's the cabinet that attracts the attention.

Modern food preservation requires not only low temperatures possible with a reliable unit but perfect sanitation, correct circulation, durable construction, excellent insulation and the pleasing appearance of a thoroughly good refrigerator cabinet.

For that reason, every Central Station and dealer should handle high grade cabinets specially designed for use with electric refrigeration, rather than mere "converted ice boxes."

In addition to helping the sale of the refrigerating unit, they cutdown greatly the required running time thus prolonging the life of the mechanism, lowering the power consumption and reducing the amount of service necessary.

THE JEWETT REFRIGERATOR CO.
Established 1849
BUFFALO, NEW YORK

JEWETT

CABINETS FOR ELECTRIC REFRIGERATION
SOLID PORCELAIN LINED

The Two small Brothers

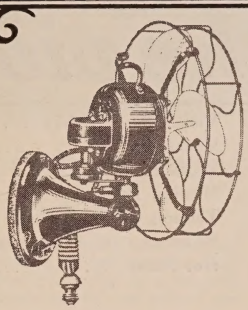
Meet the two junior members of the famous Emerson family! Emerson Junior Oscillator and Emerson Junior Non-Oscillator are 9-in. fans of the same fine quality as their older brothers and, like them, guaranteed for five years of perfect service. These fans double the value of the Emerson dealers' franchise. More than 50 jobbers have Emerson Fans in stock at convenient distributing points.

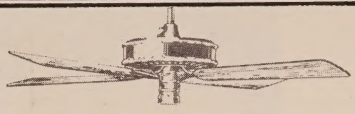
Write for bulletin.

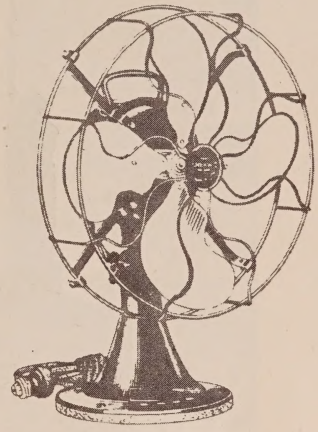
The Emerson Electric Mfg. Company
2018 Washington Avenue
St. Louis, Mo.

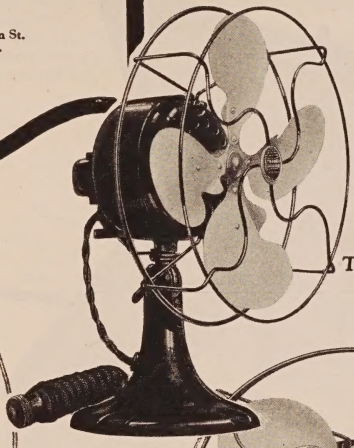
50 Church Street
New York City

608 So. Dearborn St.
Chicago, Ill.

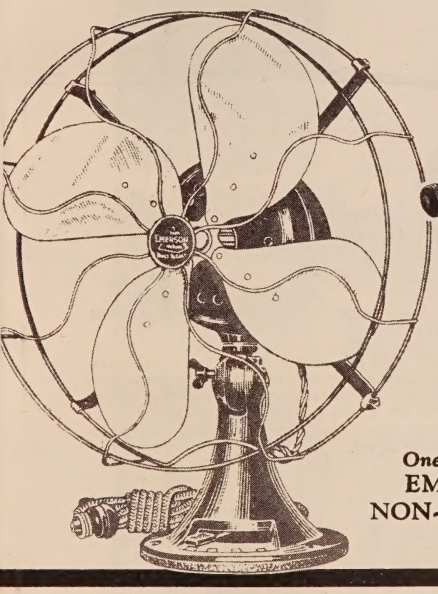


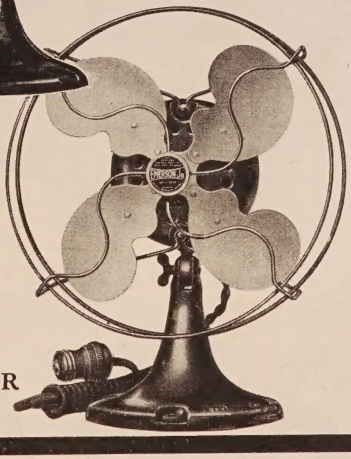


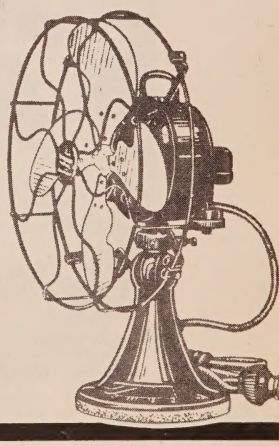




The other small Brother
EMERSON Jr.
OSCILLATOR







One small Brother
EMERSON Jr.
NON-OSCILLATOR

EMERSON FANS
with the 5 year guarantee

Does it pay to sell the violet ray?

Violet Ray	$1,500,000
Vibrators	750,000
Waffle Irons	600,000
Heating Pads	750,000
Toasters	1,717,000
Percolators and hollow ware	1,000,000
Hot Plates	1,000,000

The last figures available, published by Electrical Merchandising last year, showing comparative appliance sales.

Super-Marvel No. 3
"Laboratory built—not just manufactured"

VIOLET RAY sales are now up in the front rank among the appliances which are your bread and butter!

Beauty parlors are popularizing the violet ray. They are creating a desire among women for sets of their own. The barber shops too, are giving your customers applications and demonstrating what an invigorating, refreshing and vitalizing thing a violet ray application is.

The Super-Marvel enables *you* to turn this favorable public opinion into *sales!* It is the set that first took the violet ray out of the bounds of purely professional use and made it a popular appliance for over-the-counter sales. It is the biggest selling violet ray in the electrical trade.

Get the details from your jobber. Or, if he doesn't carry the Marvel line, *write us direct.*

SUPER-MARVEL

$12.50 RETAIL

EASTERN LABORATORIES INC
325-329 EAST 38th STREET NEW YORK CITY

What twenty-one years mean to you

Twenty-one years' study of correct store front building and service from a merchandising viewpoint backs every Kawneer installation. When you invest in a Kawneer Store Front it is not an experiment but the proven product of experience.

We serve the small as well as the large in every merchandising field.

Here are just a few of the big stores using Kawneer. You undoubtedly know most of them. What better endorsement can we offer?

J. L. Hudson Co., Detroit.
M. R. Rich Bros., Atlanta.
T. Eaton Co., Ltd., Montreal.
City of Paris { San Francisco / Oakland, Calif.
Paine Furniture Co., Boston.
H. Mahlar & Sons, Raleigh, N. C.
The May Company, Denver.
Browning, King & Co., Inc., Chicago.
The Venetian Arcade, Miami, Fla.
Broadway Dept. Store, Los Angeles.
Hecht Company, Washington, D. C.
M. E. Blatt Co., Atlantic City.
The Boston Store, Milwaukee.
Hanan Shoe Co., Memphis, Tenn.

Hundreds of installations for many of the leading chain stores.

Kawneer
SOLID COPPER
STORE FRONTS

FOR ELECTRICAL STORES

THE KAWNEER COMPANY
3404 N. Front St.
Niles, Mich.

Send book showing numerous types of fronts for my business.

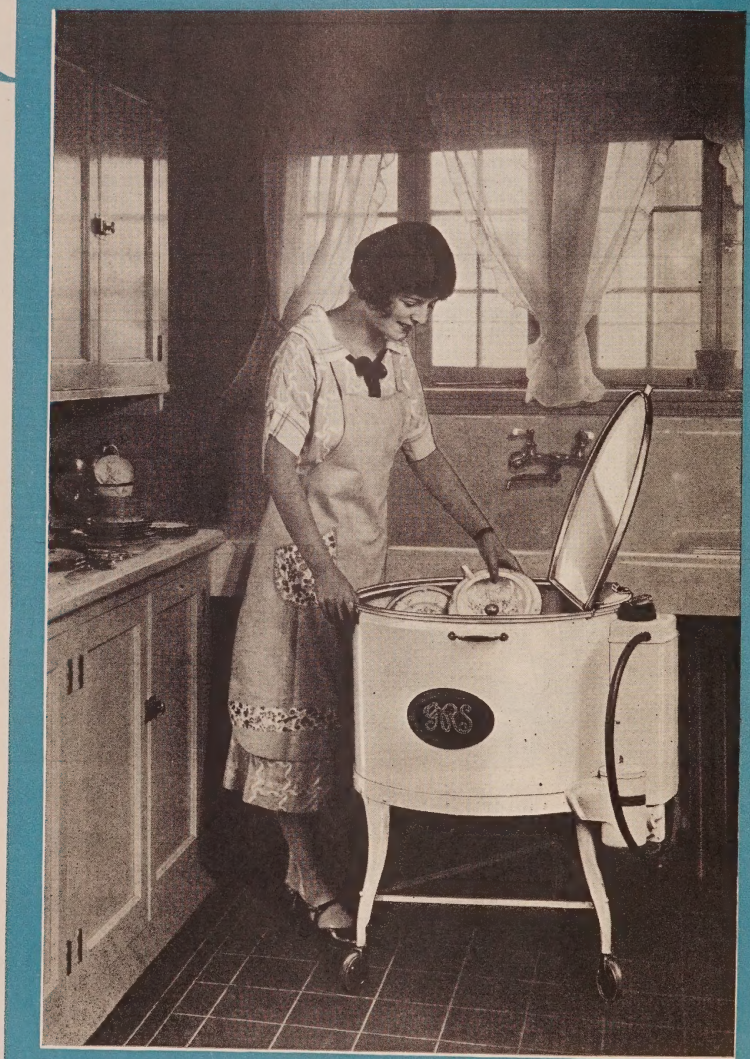
Name _____

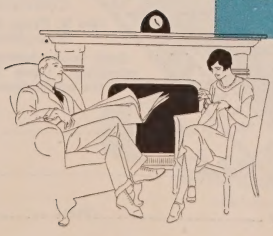
Address _____

City _____ State _____

A New Necessity

Built by the same engineers who are nationally known for the sustained, unerring precision of their railroad signals, you can be sure it is mechanically *right*. Its performance in actual use has *proved* its perfection.





GRS

for the Modern Home

Brings New Profits to Appliance Dealers

Electrical appliance dealers are successful because they have converted the luxuries of yesterday into the necessities of today.

Electric irons and toasters were luxuries—once. Now they are necessities in every modern home.

Electric clothes washers were luxuries when they were introduced. But appliance dealers have made them necessities.

Now watch the electric dishwasher—the G R S!

Do women consider it a luxury? They do—until they use it a week!

Once a woman gets a taste of freedom from the three-times-a-day grind of greasy dishwashing she knows the G R S Dishwasher is a *necessity*—and the sale and profit are *yours.*

Not only PLUS profit because it is *additional* business, and because the G R S Dishwasher opens a new field, but CLEAR profit because you have no profit-eating trade-in evil such as you have in clothes washers.

And one sale starts others. Even a G R S on trial will sell others—because it's in the kitchen where it is easily shown, and it is used every day. Your customers will demonstrate it for you.

Be among the first to open this new and profitable field! Learn the details of our dealer franchise—including liberal discount, advertising, and a finance plan for deferred payments. Write us—or wire.

G. R. S. PRODUCTS, Inc., ALBANY, N. Y.

Subsidiary: General Railway Signal Company of Rochester, N.Y.

Why the G R S Dishwasher is Profitable

1—One man can deliver and demonstrate, in a few minutes, any day of the week.

2—Demonstration does not make machine secondhand. Leave it in the home.

3—A few days' use proves the G R S to be a necessity.

4—One G R S in the home sells others. Easily shown and demonstrated by its owner.

5—Nothing to install. No "plumbing in" necessary. No costly "servicing."

6—More than the usual profit for the dealer—and plenty for his salesman.

7—Opens a new field—and brings other appliance business to the dealer.

DISHWASHER

General Features

100% labor saving—Fastest for all operations—Will wash, whirl-rinse and whirl-dry *more* pounds of clothes per hour than any other washer—Simplest to operate—No extra tubs necessary for rinsing or bluing—Safest as a household appliance—Best looking, an attractive piece of kitchen or laundry equipment—Most convenient size—Least time from basket to line—Does not damage clothes—Not necessary to put hands in water during any operation—Always sanitary—Light in weight—Easily wiped out—Operation readily understood—No strength required to perform any operation—Easy to move about—Convenient for soaking clothes—No tubs needed—Will operate in laundry, kitchen or bathroom—Operates without dripping or splashing—Can be stored under average sink drain-board—Single switch controls all operations—Only light inner cover removed between operations—Outer cover-rim removed only for thorough cleaning—Inexpensive to operate—Compact and self-contained—Quiet running—Not necessary to raise, lower, shift or tilt spinner-basket for any operation—No water leaks possible—Contains no aluminum or other metal subject to corrosive action—Cannot stain clothes—No parts of moving mechanism exposed—No raising, lowering, tilting or lifting of parts containing clothes at any time—Agitator lifts off and goes on without adjustment—Agitator light and self-contained—Spinner-basket lifts off and on simply and easily without adjustment when cleaning—All parts touching clothes are nickel-plated—Enameled table top at table height—No plumbing connections needed.

Washing Features

Most thorough washer—Double washing action, highly developed agitation plus flowing water—Water screened during use—Agitator self-adjustable to small or large loads—Bluing may be done during washing process—Automatically mixes suds while filling—Keeps water hot—Does not tangle clothes—Cover not necessary when washing, does not splash with cover off—Finest linens can be washed without injury—Suds do not run over onto floor—Unnecessary to remove curtain rings, buckles, etc., when washing, rinsing or drying—Will wash rag rugs, pillows and even clothes line.

Rinsing Features

Originally designed for Whirl-rinsing—Rinses thoroughly in less than two minutes—No special nozzle required for Whirl-rinsing—Excess water automatically pumped off during Whirl-rinsing—Soapy wash water needed for next load not wasted when Whirl-rinsing—Need not hold hose during Whirl-rinsing—Whirl-rinses with cover on, preventing splash, steam and loss of heat in water.

Over 100 Whirldry Features

Let's get down to facts—

The Dunham Whirldry was designed and built from its very inception with three main points in view:

Labor Saving—Better Work—Time Saving

Because of this, the Whirldry has pioneered in certain outstanding advancements in improvement and operation, not as attachments, or an afterthought, but as *original* ideas and ideals.

But great as are these exclusive improvements they are not the only features and advantages of this washer. The Dunham Whirldry has collectively more selling points than any other piece of household equipment on the market.

DUNHAM WHIRLDRY WASHER

Rinses as it WHIRLS ~ *Dries as it* WHIRLS ~ *Needs no Wringer*

"The strongest demonstration gets the sale"

rying Features

Wringerless, and needs no wringer—Whirls clothes dry quickly—Does not break buttons or smash hooks, yes or fasteners—No wringer creases

Emptying Features

Self-emptying without any added attachments—No syphons, ejectors or buckets necessary—No drain to drip or leak—Self-emptying feature in tub after emptying—Self-cleaning as it empties — No plumbing connections required—Impossible to clog pump or drain.

Mechanical Features

Polished copper tank well protected by spar varnish — Simple adjustment for belt stretch—No stuffing boxes to leak oil or water—Stands only 30½ inches above floor — Rubber covered electric cord—Switch protected inside leg—Armored plug—Belt protected by solid guard—Absolutely no packing glands—Fewest parts of any power-driven self-contained washer having means of drying—All gears run in oil—Only cut gears used throughout—Large heavy - duty switch — Motor protected by automatic clutch—All electrical parts thoroughly insulated—Interchangeable parts—Guaranteed motor of nationally known make—No oil leaks possible—All mechanism protected from moisture — Nickel-plated copper spinner-basket—Solid copper tub—Water screen removable for cleaning—No springs in any part—Self-oiling — Only finest bearing materials used—Ball bearing castors—No bulky mechanism or housing inside tub.

Check them with any other washer!

Consider these four outstanding features in which the Dunham Whirldry has taken leadership—

(1) Double Washing Action

Washing in flowing water, constantly screened, plus improved, highly developed, scientific agitation.

(2) The Whirl-rinse

A thorough rinse in less than two minutes without special nozzle, without holding a hose, without adding to amount of water in washer.

(3) Whirl-drying

Faster and better drying in a spinner-basket with unperforated sides. The spinner backet is neither raised, lowered, shifted nor tilted for any operation.

(4) Self-emptying

Emptying in about a minute into tub, sink or drain without special pump, syphon, ejector or other added attachments.

Check this list of over 100 Features!

Would they help *you* move washers faster? Would they make this washer easier to sell—and easier to keep sold. Your answer to these questions should be acted upon at once. Certain territory is still open and by returning the coupon you will get full information.

GEORGE W. DUNHAM CORPORATION
Whitesboro Road and Genesee Street,
UTICA, N. Y.

to iron out—Sheerest laces dried without damage—Spinner-basket has solid, unperforated sides—No holes to catch clothes — Finger-operated spinner-lock conveniently located controls drying operation—Will dry for ironing in bad weather.

an originally designed built-in part — Can empty and fill at same time—Refills while second batch of clothes is being put in—Slanting tank bottom leaves no water anywhere

COUPON

George W. Dunham Corporation
Utica, New York

The 100 points enumerated interest me in the Dunham Whirldry proposition. Please send me full information.

Name.....

Address.....

.....

MERCHANDISING PROFIT
plus
DESIRABLE LOAD

The New Consolidated Glass

SHADE-o-TONE

offers to Central Stations a wonderful opportunity for building residence lighting load

no wiring, no installation bother or expense

sells to 30% of those interviewed

adds 125 kwh. annual consumption, per man-day of soliciting effort

pays all campaign expenses plus a profit

and the increased current revenue is velvet.

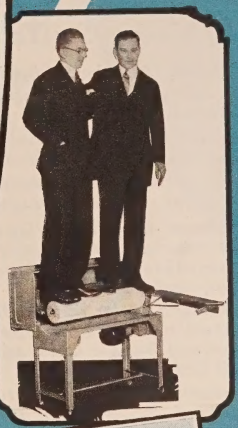
We have a tested and proven sales plan to present to Central Station sales executives.

May we have an interview?

CONSOLIDATED LAMP & GLASS CO.
CORAOPOLIS, PA.

The Conlon Ironer

A Kitchen table when not in use



Rigid, open-end construction. No Sagging

Different!

Unique construction and outstanding sales features definitely place the CONLON at the forefront of the ironer field. It stands supreme as the one general utility ironer.

Features:

- White porcelain table-top
- Automatic control
- Full open-end roll
- Compact Size
- Light weight—easily moved
- Electrically or Gas heated
- Special electrical wiring not necessary

Its beautiful appearance, simplicity of control, perfect service and convenient construction are an irresistible sales argument.

The CONLON Merchandising Plan assures you volume sales and good substantial profits. Get the Ironer business in your territory with the CONLON.

CONLON CORPORATION
Chicago, Illinois

Mail this Coupon for our Proposition

Conlon Corporation
19th St. and 52nd Avenue
Chicago, Illinois

Gentlemen:
Send full details of CONLON Ironer Proposition.

Name.....

Street.....

City..... State.....

EM226

Lionel Always Leads!

Boys will experience all the thrills of real railroading when operating the

NEW LIONEL 100% Electrically Controlled Railroad

The 1926 Lionel Line is the Supreme Achievement of Twenty-Six Years

THE new 1926 Lionel Line includes in addition to many other standard items:

12 types of Electric Locomotives with mechanical reversing controller

6 types of Electric Locomotives with electrical reversing controller

26 different sizes and styles of Pullman coaches, many of which have illuminated Observation platforms and red lanterns

44 sizes and styles of Freight Cars, including the new Operating Dumping Ballast Cars, and Railroad Crane

65 Automatic and Non-Automatic Railroad Accessories, including the new Electric Semaphore

2 New Power Stations for housing transformers

A new Switch Signal Tower from which the electrically controlled Lionel railroad can be operated, and the marvelous Lionel Automatic Train Control

THE American boy expects Lionel to introduce every new desirable feature that will make Electric Trains more thrillingly real.

He will jump for joy when he learns that by simply manipulating a small lever placed at any distance from the track, he can start Lionel Trains, run them at any speed, bring them to a stop, and reverse them.

With another small lever he can switch trains from track to track with the wonderful

New Lionel Electric Switches

And both these levers can be placed in the

New Lionel Switch Tower

which can be set at any distance from the track.

As if by magic, these new electrically controlled Lionel Trains will respond to the mere touch of these levers, just like a real train.

The Demand for Lionel Trains

will be greater this year than ever. Dealers' profits are substantial. Lionel Trains will be nationally advertised to a greater extent than ever before. Watch for the 4 color broadside now on the press, describing fully the many new numbers.

THE LIONEL CORPORATION
48-52 East 21st Street, New York

Western Coast Office, Showroom and Service Station, 788 Mission Street, San Francisco—M. Sweyd, Representative

"STANDARD OF THE WORLD SINCE 1900"

LIONEL ELECTRIC TRAINS
MODEL RAILROAD ACCESSORIES
"MULTIVOLT" TRANSFORMERS

Bakelite Plates look well on any wall

In wired homes everywhere there are unsightly stained and corroded metal switch and outlet plates that provide opportunities for you to make profitable replacement sales.

A conspicuous display of Bakelite switch and outlet plates in window or store is sure to arouse interest and increase sales. The fact that the rich brown color and handsome finish of Bakelite Plates are permanent—that time, damp weather and handling do not change their appearance are always effective selling points.

Bakelite Plates for standard wall switches and outlets may be obtained from leading wiring device manufacturers, and the genuine are plainly marked "BAKELITE." Our Wiring Device Circular No. 23 shows in color some of the profit-producing wiring devices now being made of Bakelite. Your request brings it by return mail.

BAKELITE CORPORATION

247 Park Avenue, New York, N. Y. Chicago Office: 636 West 22d Street
BAKELITE CORP. OF CANADA, LTD., 163 Dufferin Street, Toronto, Ont., Canada

BAKELITE

REGISTERED U. S. PAT. OFF.

THE MATERIAL OF A THOUSAND USES

"The registered Trade Mark and Symbol shown above may be used only on products made from materials manufactured by Bakelite Corporation. Under the capital "B" is the numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products."

Bakelite Plugs
for Profitable Replacement Sales
Attachment plugs made of Bakelite look so much better and *are* so much better, that to show them is to sell them. You don't have to argue about their value for their worth is apparent.
An assortment of black, brown and green Bakelite plugs makes an eye-catching display that quickly builds volume sales. Several leading device manufacturers are now offering Bakelite plugs in attractive display cartons. Your jobber can give you full particulars and prices on these easy-selling Bakelite lines.
Attachment plugs are but one of the many profit-making wiring devices now made of Bakelite,—and marked BAKELITE. Send for our Circular No. 23 showing some of these devices in their natural colors.
BAKELITE CORPORATION
247 Park Avenue, New York, N. Y. Chicago Office: 636 West 22d Street
BAKELITE CORP. OF CANADA, Ltd., 163 Dufferin Street, Toronto, Ont., Canada
BAKELITE
REGISTERED U. S. PAT. OFF.
THE MATERIAL OF A THOUSAND USES
The registered Trade Mark and Symbol shown above may be used only on products made from materials manufactured by Bakelite Corporation. Under the capital "B" is the numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products."

Here's a Chance to Make Some Money on the Coal Strike

The coal strike is a blessing in disguise. Here's how!

The American public paid dearly for the little coal they could get. At sky-high prices, they will use as little as possible. And the high prices will continue until mining is back to normal again.

Right now many homes need extra heat in some rooms. An opportunity to sell auxiliary heaters. But imagine what will happen at the first breath of warmer weather. Furnaces will go out like the snuffing of a candle. Then will come cold, damp, dreary spring days.

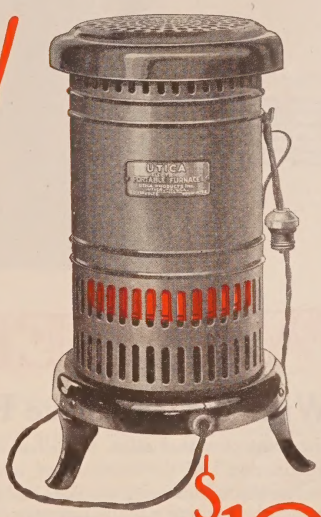
Scarcely any effort will be needed to sell the Utica Electric Portable Furnace—the revolutionary achievement in auxiliary heating.

It Really Heats!

The Utica actually raises the temperature in medium-sized rooms—and proves it by the thermometer. The Utica works on the principle of a hot air furnace. It circulates hot air instead of merely reflecting heat. It gives three times more heat than any other electric heater—and uses no more current.

No matter what your inventory may be of other types of heater, investigate the sales possibilities of the Utica Electric Portable Furnace.

Your jobber will give you complete information on the program of advertising and selling.



$10.00

UTICA PRODUCTS, Inc.
Utica, N. Y.

UTICA
ELECTRIC PORTABLE FURNACE

SAV

Fills through its own hose and Ejector Pump—Wash—blue—rinse—dry an entire load—from hamper to line in 18 minutes—No set tubs—No "hand" labor or wringing!

FASTEST IN THE WORLD

And the Safest!

WASHER & DRYER

With the Exclusive Feature Spin-Rinse, Spin-Dry

In point of actual sales, as well as in the origination and development of new and better home laundering methods and equipment, the washing machine industry records no such remarkable growth as has been made by the Savage Washer and Dryer with the exclusive Innovation "Spin-Rinse, Spin-Dry". The Savage is definitely established as not only the leading *wringerless washer*—but among the *few* foremost makers of *all* types.

* * *

The Savage has become a "leader" with so many leading distributors and dealers simply because it provides the buyer *more for the money!*—saves *more* labor, does a *more complete* job in *less* time, with *less* risk of injury to user or clothes than *any other type* or *make* washer ever built. It is easier to *sell* and *keep sold*—and it is *more profitable!*

"Spin-Rinse, Spin-Dry"

AGE

GUIDE BOARD CONTROL

A touch of fingers or fore-arm anywhere along the guide-board manipulates the shoe instantly, without disarranging or delaying work.

PRESSING LEVER

A simple lever enables operator to stop or start roll at will. A convenient button releases shoe from roll whether machine is running or not.

ALL ELECTRIC IRONER

With Instantaneous Fore-Arm Control

The remarkable response to the announcement of the Savage All-Electric Ironer with Instantaneous Forearm Control is a tribute both to the Savage Washer and to the Savage engineers and workers who designed and built both these household improvements. Orders for the Savage Ironer are now being filled.

Note: In response to inquiries about the Savage Mercury Refrigeration Systems: Orders for commercial ice cream cabinets are being filled. Announcement of the Household Units will be made later.

You will make no mistake—investigate the Savage Sales Franchise. Write today on your letterhead, or send coupon.

SAVAGE ARMS CORPORATION
26 Savage Ave., Utica, N. Y.

SAVAGE ARMS CORPORATION
26 Savage Ave., Utica, N. Y.

Gentlemen:
Am interested in the Savage ☐ Washer ☐ Ironer.

Name.....

Street.....

City..... State.....

E.M. 3-26

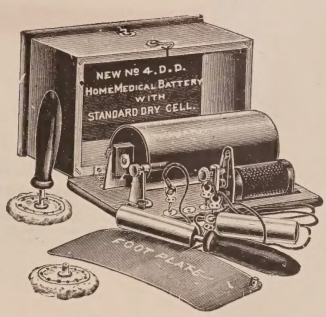
Fire! Health! Youth!

Checking the first, promoting the second and teaching the third is profitable for jobbers, dealers and contractors who sell Bunnell equipment.

Bunnell Jove Fire Alarm Boxes

Fire!

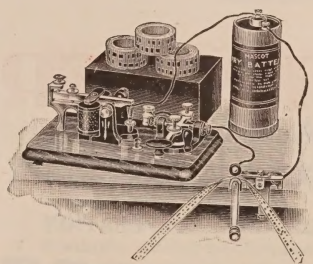
Every factory, mill, apartment house, office and public building, every hospital and school needs a fire alarm system. Bunnell Jove Fire Alarm Boxes are approved everywhere. Why not profit by selling them?



4-DD. Medical Battery

Health!

Everybody seeks it. Electric therapeutics for home use promote health. The medical profession approves. Bunnell Medical Batteries meet highest requirements. Why not profit by selling them?



Bunnell Automatic Transmitter For Self Instruction

Youth!

Every boy wants to learn Morse Code, telegraphy, wireless signalling, heliography. Every boy scout must learn them. Bunnell Learners' outfits are standard for use indoors and out. Why not profit by selling them?

Write!

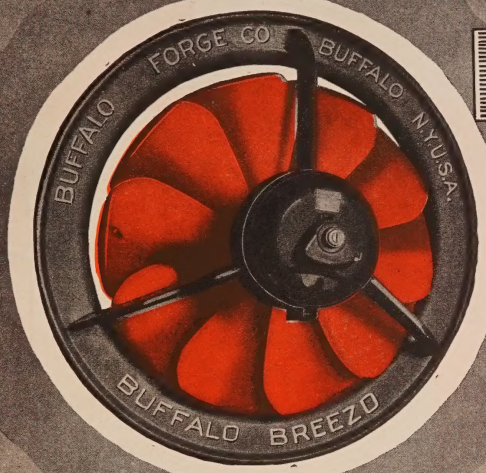
If you haven't a Bunnell catalog, by all means write for a copy. Many items in this book will suggest additional profitable lines for you.

J. H. Bunnell & Co., Inc.

Established 1879

32 Park Place, New York

"BUFFALO BREEZO" for Quiet, Reliable Ventilation



You'll never have a "Comeback" when you sell the "Buffalo Breezo." The fan is made to do its job continuously, quietly and without attention.

We guarantee every "Buffalo Breezo" Propeller Fan to be perfect—and if found otherwise will replace it at our expense.

You can sell this fan with the assurance that it will handle more air than any other on the market.

Why not get started now? If you haven't our complete data and prices write TO-DAY!

10 Points of Superiority

No. 1

20% MORE CAPACITY than other fans of the same diameter, speed and power consumption. Due to improved blade design and setting these fans deliver the maximum amount of air directly forward and with no stray streams thrown off at a tangent. Velocity at the center is approximately the same as at tip.

Garages find that the best way to exhaust poisonous fumes is to install a "Buffalo Breezo" at the rear of the garage. This will remove the gases, drawing in fresh air from the front of the building.

Buffalo Forge Company
205 Mortimer St. Buffalo, N. Y.

Facts that Invite Immediate Action

Hundreds of washers have come and gone in the 27 years of One Minute experience—but One Minute dealers have prospered during these many years.

And now—those who sell One Minutes, are going to do a bigger and more profitable business than ever before. For One Minute has developed the most remarkable washer in its long career.

The One Minute Fifty Two—will meet and outsell any competition. It has back of it a name—a plant—a permanence—a merchandising program without equal in the entire washer industry.

Substantial retailers will find it worth their while to investigate the One Minute Franchise.

HERE is the washer—the remarkable One Minute Fifty Two. It is truly the washer of today and tomorrow. When we say the Fifty Two washes—"Cleaner, Quicker, Safer"—we speak of performance which interests women when they select a washer.

The Fifty Two has an entirely new wringer—the finest and most advanced type—with automatic tension and balloon Rolls.

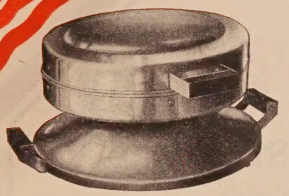
It is the most compact washer in the world. Occupies a space only 24″ square. It is handsomely finished and has scores of other and important features—features which are deciding thousands of women in favor of this washer.

Think of the opportunity that awaits the dealer with such a washer. Write or wire us today for details of this great machine.

One Minute Manufacturing Co.

Newton, Iowa

Electrahot Dealer Sale Success Growing



A-75

Electrahot Waffle Iron

Heavily nickeled—highly polished
High quality at an unusually low price

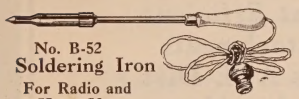
DEALERS find in Electrahot Appliances, the quality, the value, the serviceability, that they require for successful and profitable sales. Electrahot Appliances are manufactured and merchandised on the basis of greater quality at prices within reason. We have considered the jobber, the dealer, the customer, so that both the selling and the use of Electrahot appliances bring general all around satisfaction.

Inspection shows that Electrahot Appliances represent the finest material and workmanship available. All this is reinforced by long and properly directed experience.

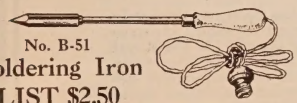
Electrahot Appliances will do a big and complete job for you, first by giving you a more attractive stock, second by keeping sales brisk, third by giving you a reputation for quality at a price and fourth by making money for you.

Dealers Sale Success with Electrahot Appliances is growing right now. This is a good time for you to get acquainted with Electrahot possibilities.

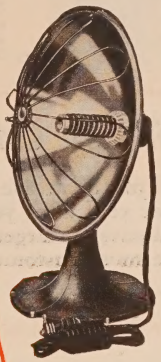
Electrahot Cigar, Cigarette and Pipe Lighter
D-150
LIST PRICE $3.00



No. B-52
Soldering Iron
For Radio and Home Use
LIST $3.00

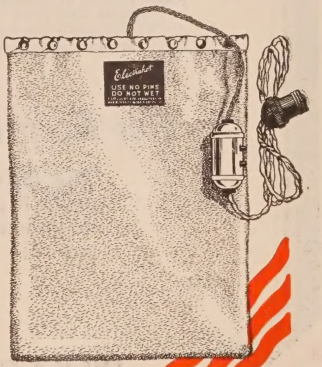


No. B-51
Soldering Iron
LIST $2.50



Electric Heater
E-60
Known as Biggest Value in Electric Heaters.
List $5.00

Heating Pad
H-50
Three Heat—12x15 Inches.
List $7.00
Also a Single Heat Pad at
List $4.00



Show your customers Electrahot value and increase your appliance Sales

Electrahot Manufacturing Co.
525 So. 4th St.
Minneapolis, Minn.

ROYAL

Two models—both good

SUPER ROYAL

we believe
is the best cleaner made

Widest Nozzle
Most Power
Most Convenient Bag
Gets ALL Dirt by Air Alone

It is the Super Royal that permits us to say and to *prove* that "Royal gets dirt when others are through, but others will NOT get dirt when Royal is through." Royal invites comparison.

The Royal Standard Electric Cleaner

ROYAL STANDARD

World's
finest popular-priced cleaner

Handsome, Light
A Fast Seller
Most Efficient Attachments
Gets ALL Dirt by Air Alone

Royal has been *continuously* approved by Good Housekeeping since 1913. The Royal Standard has seldom been equalled in competitive demonstration—the Super Royal has NEVER been equalled.

You Keep the Profit You Make on Royal

The only true test of merchandise is the NET profit it pays the dealer year after year. We can demonstrate that Royal pays the largest NET profit per sale and wins the most customer good-will.

Write for our proposition

ROYAL DEALERS MAKE MONEY

THE P. A. GEIER CO. · *540-560 East 105th St., Cleveland, Ohio*
CONTINENTAL ELECTRIC CO., LTD.
507 King Street, East, Toronto, Canada

ROYAL

ROYAL

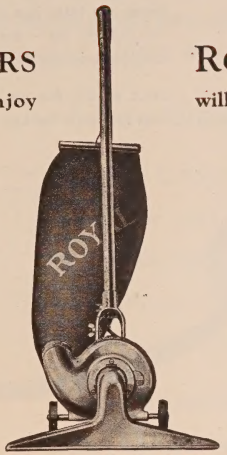
Ask Those Who Know

ROYAL DEALERS

will tell you that they enjoy

Steady Sales
Increasing Business
Almost No Servicing
and the
Largest NET Profit

During the fifteen years we have been making the Royal Cleaner we have lost very few dealers, and most of those who strayed away have come back and are now with us.



The Super Royal Electric Cleaner

ROYAL OWNERS

will tell you that they enjoy

Ease of Operation
Thorough Cleaning
Freedom from Servicing
and the
Best Value per Dollar

Many Royals have seen ten years service. Thousands of owners have bought their second Royal and almost half our sales are the *direct* result of the recommendations of owners.

Net-Profit Merchandising Co-operation

The Sales Helps are not spectacular, but they get the business. Our "Good-Will Plan", for example, not only gives the salesman an opportunity to secure increased compensation, but it also practically insures the Dealer that every Royal will sell another.

Write for this plan

ROYAL DEALERS MAKE MONEY

THE P. A. GEIER CO. · 540-560 East 105th St., Cleveland, Ohio
CONTINENTAL ELECTRIC CO., LTD.
507 King Street, East, Toronto, Canada

ROYAL

The Inside Story of Sol-Lux

An "inside" story has a real punch in making sales, and the inside story of Sol-Lux can't be equalled by that of any other lighting unit.

The globe is totally enclosed in a way that defies dust and baffles bugs seeking to enter. And to change the lamp is a simple operation. Just "tilt out the cap"—done in a minute and no danger of breaking the globe.

Can't we tell you the inside story of profits from the sale of Sol-Lux luminaires?

WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY
GEORGE CUTTER WORKS SOUTH BEND, IND.

Let your customers "tilt out the cap" and learn firsthand the inside story of Sol-Lux.

Westinghouse

X86453

The Price is Low
The Switch is Right

The WK-62

When you use the WK-62 on jobs that you install, you have the satisfaction of knowing that you are using the best utility disconnect switch that money can buy, a switch that has many of the features of higher priced Westinghouse switches.

Study these advantages:

To the Contractor:

- Low price
- Easy installation
- Ample wiring space
- Plenty of clean cut knockouts

To the Customer:

- Enclosed, externally operated
- Quick break
- Diamond pointed jaw that assures clean contacts
- Black marine finish

We are holding a copy of our new Safety Switch Catalog for you. Write for it today.

WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY
MERCHANDISING DEPARTMENT MANSFIELD, OHIO

Westinghouse

X86488

Click! Off goes a dollar

The Same Iron

That made ironing day easier for thousands of women.

That took the worry out of iron day.

That's never too hot,—never too cool.

That contains the "Million-Dollar" Spencer thermostat.

The Same Iron

That represents the greatest advance in irons since the first one was made.

That sold (at $8.75) in unprecedented volume—

The Same Iron

Backed by more powerful advertising than ever before.

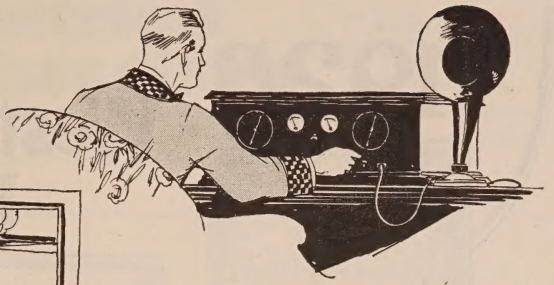
Westinghouse Electric & Manufacturing Company
Merchandising Dept. Mansfield, Ohio.

The Westinghouse Automatic IRON

Now only $7.75

Westinghouse

X87249



An Instrument for any Application

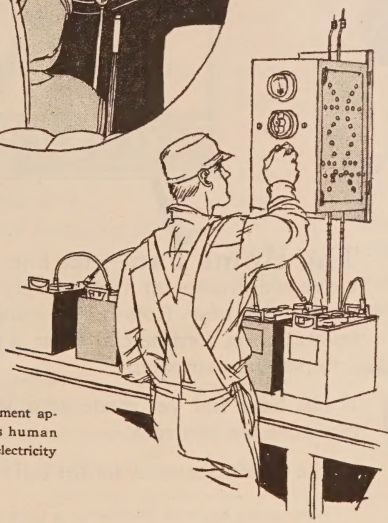
WESTINGHOUSE instruments are made in all sizes, in all capacities and for any application.

Their development was achieved through a careful analysis of good instrument requirements. Years of research were devoted to their perfection. All the manifold facilities in design and manufacture that a great world-wide organization could command were focused on the building of this complete and unexcelled line of instruments.

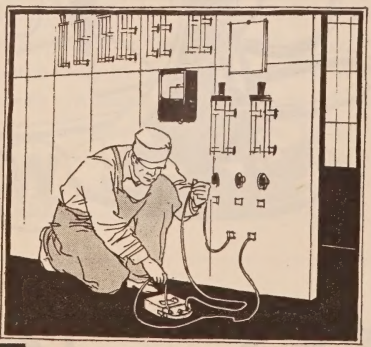
The new Westinghouse Instrument Catalogue No. 8931 describes and lists the more popular types and sizes. Our nearest district office can now supply you with a copy.

Westinghouse Electric & Manufacturing Co.
Newark Works Newark, N. J.

Sales Offices in All Principal Cities of the United States and Foreign Countries



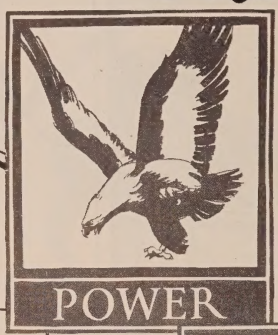
The field of instrument application touches human activity wherever electricity is used.



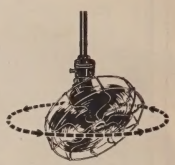
Westinghouse

X87244

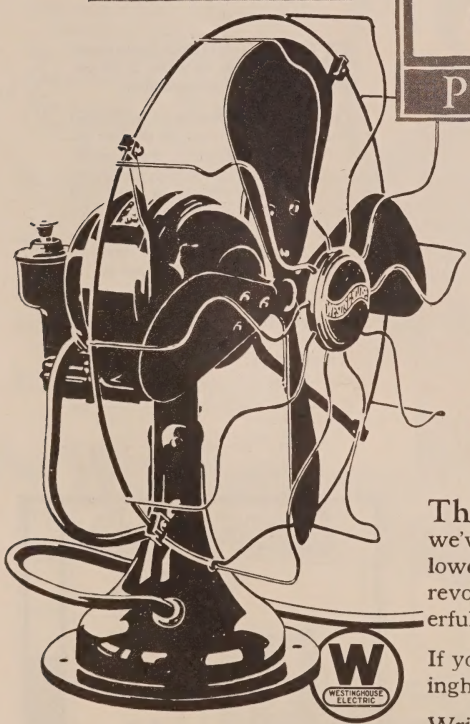
1926 Westinghouse Fans



The New Rotaire



How It Works



The Home Fan—the finest fan we've ever made—at a price 20 per cent lower; the new Rotaire—a complete revolution in commercial fans; a powerful selling campaign!

If you have not yet made your Westinghouse fan contract,—

Write or wire us today for the full story.

Westinghouse Electric & Manufacturing Company
Merchandising Department Springfield, Mass.

Westinghouse

X87221

EARL E. WHITEHORNE, Contributing Editor
F. R. CLAUSS, Assistant Editor
R. M. DAVIS, Statistical Editor
OVID RISO, Assistant Editor

Electrical Merchandising

The Business Magazine of the Electrical Trade

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L. E. MOFFATT, Managing Editor

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R. V. SUTLIFFE, Chicago
H. S. KNOWLTON, Boston
PAUL WOOTON, Washington
C. GRUNSKY, San Francisco

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Getting the Facts

IN THIS issue of *Electrical Merchandising* is presented the results of a survey establishing the average yearly kw.-hr. use in the homes of the United States and Canada. These figures afford a valuable basis of comparison for central station merchandisers and an index of appliance saturation important to the dealer, wholesaler and manufacturer.

The studies of the cost of doing business by dealer and central station made last year by *Electrical Merchandising* were widely used and made the subject of much comment. Further studies on this vitally important line are again being undertaken and results will be published within a few months.

Beginning in an early issue will be the first of a series of studies of time payment selling in the electrical field. This is a topic which is engaging the attention of bankers, trade associations, economists, manufacturers and the public. In the 1925 annual statement of the General Motors Corp., this comment is made on credit merchandising: "The importance of this whole subject from the standpoint of the commercial activity of the country, as well as from its credit structure, can hardly be overestimated." *Electrical Merchandising* by getting at the facts will contribute not only to straight thinking on this important question but to the profits and stability of the electrical trade.

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Milestones In Red Seal Progress

THIS month occurs the first anniversary of the first license under the Red Seal plan in the United States. License number one was granted by the Society for Electrical Development to the Syracuse Electric League on March 24, 1925.

Conceived as a continuous follow-through to the electric home in Toronto, Canada, by G. W. Austin, it quickly became an important and successful factor in the work of the Toronto Electric Service League.

The first published report of this activity bringing it to the attention of electrical men in the United States appeared in the frontispiece to *Electrical Merchandising* of January, 1924, reproduced here. The Society for Electrical Development developed the plan as a national activity and adopted and copyrighted the seal, in May, 1924.

Now, one year after the granting of the first license, it is a major activity of eighteen electrical leagues covering 676 communities and reaching a total population of 8,888,991.

4002 ELECTRICAL MERCHANDISING Vol. 31, No. 1

When Choosing a House in Toronto, the Public Looks for

The "Standard Electric Home" Sign

STANDARD ELECTRIC HOME

Toronto Electric Service League's

Minimum Specifications of a "Standard Electric Home"

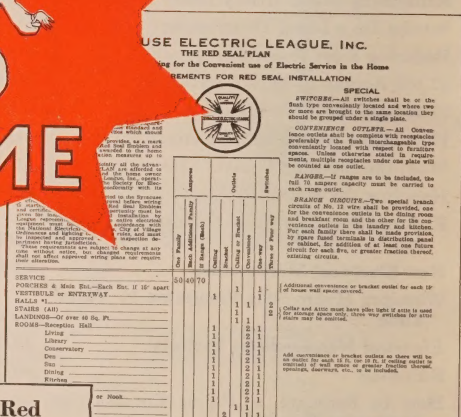
Service Wires and Fuses

Houses 7 rooms and over—Standpipe and main switch capacity to provide for connected load of 180 amperes. Distribution box to have two extra 30-ampere 250-volt fuse blocks. Circuit panel to have provision for two spare circuits. Range wiring (three No. 6's) to be completed to a connection in kitchen.

Houses 6 rooms and under—Standpipe and main switch capacity to provide for connected load of 140 amperes. Distribution box to have one extra 30 ampere 150 volt fuse block. Circuit panel to have provision for two spare circuits. Range wiring (three No. 8's) to be completed to point in kitchen.

January, 1924

Red Seal adopted and copyrighted May, 1924, by the Society for Electrical Development, Inc.


USE ELECTRIC LEAGUE, INC.

THE RED SEAL PLAN

ing for the Convenient use of Electric Service in the Home

REMENTS FOR RED SEAL INSTALLATION

SPECIAL

SWITCHES.—All switches shall be of the flush type conveniently located and where two or more are brought in the same location they should be grouped under a single plate.

CONVENIENCE OUTLETS.—All Convenience outlets shall be of a type which complies with receptacles prefatorily of the flush interchangeable type conveniently located with respect to furniture spaces. Unless otherwise stated in requirements, multiple receptacles under one plate will be counted as one outlet.

RANGES.—If ranges are to be included, the full 75 ampere capacity must be carried to each range outlet.

BRANCH CIRCUITS.—Two special branch circuits of No. 12 wire shall be provided, one for the convenience outlets in the dining room and living room, and the other for the convenience outlets in the laundry and kitchen. For each family unit there shall be provided by spare fused terminals in distribution panel or cabinet, for addition of at least one future circuit for each five, or greater fraction thereof, existing circuits.

	Amperes	Outlets			Switches	
	One Family	Each Additional Family in Range (Each)	Outlet	Bracket	Duplex or Two in Bracket	One way	Three or Four way
SERVICE	50	40	70			1	1
PORCHES & Main Ent.—Each Ent. if 16' apart				1		1	1
VESTIBULE or ENTRYWAY			1				1
HALLS *1				1	1		1
STAIRS (All)				1	1		1
LANDINGS—Or over 16 Sq. Ft.				1	1		1
ROOMS—Reception Hall				1	1		1
Living				1	1		1
Library				1	1		1
Conservatory				1	1		1
Den				1	1		1
Sun				1	1		1
Dining				1	1		1
Kitchen				1	1		1
or Nook					1		1
				2	1		
w 8 Sq. Ft.				2	1		
			1			1	
space				1	1		
8 space					1		
				1	1		
ing				1	1		
				1	1		
				1	1		
				1	1	1	

Additional convenience or bracket outlet for each 15' of house wall space covered.

Cellar and Attic must have pilot light if attic is used for storage space only, three way switches for attic stairs may be omitted.

Add convenience or bracket outlets as there will be wall space. Each 12 ft. or fraction thereof, centered, of wall space, or greater fraction thereof, openings, doorways, etc., to be included.

In addition to other outlets specified for room.

Must be a lighting outlet for each 300 sq. ft. or greater fraction thereof.

Must be a lighting outlet for each 300 sq. ft. or greater fraction thereof.

For each bar-space.

button for each outside door and corresponding bells or annunciator. Provision shall be made for the transformer or batteries.

less than 15 ft. in length may be controlled by one-way switches. Where hall at head of stairs is not than 10 ft. in length and outlet is so located that it will properly light the entire length of both hall and ning outlet may serve for both purposes.

exhaust hood is properly lighted without a separate outlet, both switch and light outlet may be omitted.

breakfast Room or Nook the convenience outlets may be combined under one plate.

ht in front of Furnaces would properly light coal bin, the one outlet may serve the double purpose.

First License granted Syracuse Electric League, March 24, 1925

Summary of Communities in which the Red Seal Plan is being operated

League	Date of License	Communities 500 and over	Population (1920 Census)
Syracuse Electric League	3/24/25	33	304,699
Electrical League of Rochester	4/10/25	36	380,548
Electrical League of the Niagara Frontier	4/15/25	26	667,095
Electric League of Pittsburgh	5/ 7/25	169	1,436,723
The Electric Club of Louisville	5/16/25	5	243,237
Electrical Extension Bureau of Detroit	6/ 4/25	56	1,265,768
Hudson Valley Electrical League	7/20/25	24	140,219
Grand Rapids Electric Club	7/23/25	13	154,902
Electrical League of Minneapolis	8/10/25	10	394,762
Electrical League of St. Paul	8/11/25	6	249,421
Atlanta Electrical Association	8/14/25	10	223,841
Electrical League of Colorado	10/17/25	10	271,955
The Electric League of Tulsa	10/23/25	1	72,075
Memphis Electric League	11/ 4/25	3	163,997
Electrical League of Youngstown	11/ 4/25	8	162,899
California Electrical Bureau	11/24/25	236	2,498,886
Electric League of Northern Illinois	1/ 5/26	25	217,555
Muncie (Ind.) Electrical League	1/29/26	5	40,409
Total Communities to date		676	
Total population to date			8,888,991
Also Toronto			523,000
Grand total			9,411,991

Eighteen Leagues, 676 Communities, March, 1926

Electrical Merchandising
Volume 35 with Which Are Incorporated *Electrocraft* and *Lighting Journal* Number 3
March, 1926

Why Appliances Do Not Sell More Rapidly

An Answer in Present Housewiring Incompleteness

OF ALL the thousands of articles of merchandise sold in stores, electrical appliances and portable lamps stand in a class by themselves in one unique respect.

Electrical articles are the only ones which cannot be taken home and put to use by the purchaser, when, where, and as he pleases! For their operation, they require a source of electricity, conveniently at hand.

Other merchandise, — furniture, clothing, tableware—can be used and enjoyed without particular thought of preparation. But an electrical appliance or portable lamp is of course practically useless unless there is an outlet or socket to which it can be attached, all wired up and waiting.

How many times a week does the clerk in the average lamp department hear some woman say: "Yes, I would love to have that beautiful lamp. But I haven't any place to connect it."

And how many times is the same merchandising tragedy repeated with electric percolators, toasters and waffle irons—"because we haven't electricity at our dining-room table, and nobody wants ugly cords running down from the chandelier or across the room." The vacuum-cleaner, the washing machine, the ironer, the refrigerator and the range all pay tribute to this lack of adequate wiring in the American home.

SOME six or seven million new residence customers have been connected up in the United States since the close of the War. These houses have been "wired for electricity," so the layman says. Yet every electrical man knows that on the average these homes contain not more than one-quarter to one-half of the wiring equipment which their owners should have installed in justice to themselves and to their families. And so these householders are now poor prospects for extensive appliance sales, and will continue so until their pitifully incomplete wiring jobs are brought up to some fair standard of convenience.

The automobile industry long ago discovered that the sale of automobiles would be limited until "good roads" were more general for the cars to run on. So the automobile men went to work with a will to get good roads for the country. The result is apparent in the present staggering automobile volume.

WHAT "good roads" meant to automobile sales, adequate outlets means to appliance sales. The appliance manufacturer, jobber and dealer all have a vital interest in getting adequate wiring established. The Red Seal Plan is today setting a standard for such adequacy, which should be in evidence in a thousand American cities.

Without proper wiring, appliance sales are bound to be restricted. And just as good roads invite automobiling, so the presence of convenient outlets and switch control will stimulate appliance sales.

The appliance trade, we believe, will always be hampered until adequate wiring becomes general. Appliance men's own interests lie, therefore, in getting *more wiring per home,* in order to sell *more appliances per home.*

The housewiring program is not one from which any branch of the electrical business can stand aloof. Instead, this matter of adequate residence wiring insistently demands the present and continued efforts of every electrical group and every electrical man.

Average Residence Customer Uses 365 Kw.-hr. Yearly—Annual Bill, $27.89

"Electrical Merchandising" Completes First Survey Ever Made of Residence Electricity Consumption in American Cities—"Average Kw.-hr. Use" as a Measure of Past Merchandising Activities

THERE is probably no better index to the total past sales of electrical appliances in a given community, than the average kilowatt-hour consumption of the local residence customers of the electric-lighting company.

If the job of merchandising the devices has been done effectively, and proper educational publicity has been employed to secure the continued use of the appliances following their purchase, then it is certain that these appliances will show their effect on the individual residence electricity meters of the community, in increased kilowatt-hour consumption, with an attendant rise in the monthly and annual bills.

To compare such average residence consumption figures for several hundred representative American cities, *Electrical Merchandising* requested central-station commercial managers in cities large and small, in all parts of the country, to supply us with the local figures for average residence kilowatt-hours per annum, and the average effective residence rate. From these figures, in each case, the average annual residence bill could be at once computed.

Returns Compiled by Sections and Size

The replies thus received have been carefully tabulated beginning on the page opposite. The tables are arranged by geographical sections, with the cities in each such section appearing in the order of the number of their residence customers.

Summarizing the figures thus collected, it appears that the average electricity consumption among the residence customers of the cities reporting, is about 365 kw.-hr. per year, or a little over 30 kw.-hr. per month.

For this service, the aforesaid Average Residence Customer pays his lighting company, $27.89 a year, or about $2.32 a month.

These figures indicate an average residence rate of 7.64 cents per kw.-hr. for the cities reporting in the accompanying tabulation. It will be noted that this is the mean effective rate, that is, the rate prevailing for the total residence consumption noted. In the case of step rates, the mean effective rate will usually lie between the two first steps.

How the Average American Family Spends Its Money

	Per Year
Automobiles and supplies	$420
Women's clothing	236
Tobacco	100
Furniture	87
Men's clothing	85
Theatres and movies	60
Shoes	50
Phonographs (prior to 1923)	48
Jewelry	42
Radio (1925)	25
Electrical Appliances	*10.88
Electricity for Home Uses	27.89

*See "Electrical Merchandising" September, 1925.

Comparison of the averages for the various geographical sections, shows that, as was to be expected, the Pacific Coast cities with an average residential consumption of 457 kw.-hr., are far ahead of the Atlantic Coast cities, which average only 346 kw.-hr. The effect of the Pacific Coast's electric-range and electric water-heating load is strongly apparent in these averages.

Electric Range Builds High Consumption

The electric range as a builder of high kw.-hr. consumption figures is also in evidence in the instances of a number of cities. In Buffalo, for example, where there is considerable electric-cooking, the average residence consumption reaches 672 kw.-hr. Spokane's figure of 547 kw.-hr., and Portland's 590 kw.-hr. are undoubtedly due to the same cause. Another community with a large electric-range development is Colfax, Wash., where the average consumption measures 866 kw.-hr. The effect of widespread range development is also apparent in the Ontario returns.

Greenwich, Conn., a very prosperous suburb of New York City, sometimes dubbed "The richest village in the World," proclaims its comfortable circumstances with an annual consumption of 573 kw.-hr., at an average rate of 9.3 cents, making the average Greenwicher's bill $53.44 a year. A corresponding development is observable in the similar elite Chicago suburb of Evanston, Ill., where the consumption runs 516 kw.-hr., and the annual bill $46.44.

One might have predicted that the

thrifty New Englanders would consume less electricity per electrified dwelling than the other Atlantic Coast consumers. Note the figures: New England, 305 kw.-hr., Middle Atlantic, 372; and South Atlantic, 361. In the matter of the annual bills paid, however, observe the close agreement between New England's $27.09 and the middle coast's $26.95, while rates are again higher in the southland.

The Middle West runs along neck-and-neck with the Atlantic states, excluding New England, both kw.hr. consumption and annual bills being about the same, until the West South Central States are reached. Here rates are higher, and average consumption lower, so that Mr. Average Consumer pays $33.80 for his quota of 347 kw.-hr.

Large Cities Enjoy Largest Average Consumption

In the Mountain States, the consumption figures do not reach very high values. Denver at 350 kw.-hr., compares with Brooklyn's 350 kw.-hr., back east. And Salt Lake City and Butte correspond with the 384-kw.-hr. consumption of Rochester, N. Y.

Merchandising Policy and Average Residence Consumption

Average residence consumption in 63 cities where central stations merchandise	369 Kw.-hr.
Average residence consumption in 19 cities where central stations sell no appliances	340 Kw.-hr.

Recapitulating the figures by sizes of the cities participating, it will be noted that those communities with 100,000 customers or more, show both the largest annual consumption, on the average, 441 kw.-hr., and the smallest average yearly bill, $26.72, indicating an average rate of about six cents.

Cities having between 100,000 and 25,000 customers, have an average consumption of 368 kw.-hr., with bill of $28.21. Those between 10,000 and 25,000 consume 346 kw.-hr., at $27.01. And the smallest cities reporting, those with 10,000 customers and less, average 356 kw.-hr., and $29.22 bill.

From the foregoing, it appears that the very large cities exert considerable influence in pulling up the average. Some of the high ones are Chicago, 500 kw.-hr.; Cleveland, 500 kw.-hr.; Buffalo, 672 kw.-hr; Detroit, 470 kw.-hr., and Baltimore, 425 kw.-hr.

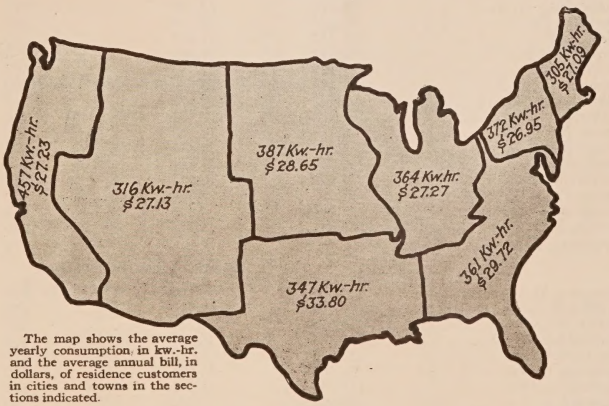
Should a Central Station Merchandise?

After the figures opposite had been collected, it was felt that they might have some testimony to render in the classical controversy as to whether a central-station company should or should not merchandise appliances. A preliminary glance showed what while Cleveland, with a non-merchandising policy, had built up an average residence consumption of 500 kw.-hr. per year, the figure was practically duplicated for Chicago, where an intensive merchandising effort has been continuously carried on. Again, Binghamton, N.Y., can be compared with Wilkes-Barre, Pa., two cities with opposite policies producing residence

How Much Electricity Does the Average Residence Use Yearly?

COMPILED by sizes of communities the figures for the U. S. as a whole, average:

Cities with 100,000 or More Residence Customers	441 Kw.-hr. $26.72
Cities with 25,000 to 100,000 Residence Customers	368 Kw.-hr. $28.21
Cities with 10,000 to 25,000 Residence Customers	346 Kw.-hr. $27.01
Cities with 10,000 or less Residence Customers	356 Kw.-hr. $29.22



The map shows the average yearly consumption in kw.-hr. and the average annual bill, in dollars, of residence customers in cities and towns in the sections indicated.

Grand Average for U. S. Cities

Average yearly residence consumption	*365 kw.-hr.*
Average yearly residence bill	*$27.89*
Average residence rate	*7.64 cents*

consumptions of 317 to 319 kw.-hr.

It was then determined to strike an average for all of the companies cited in the tables known to be merchandising appliances, and to compare this with a similar average of non-merchandising companies.

The sixty-three companies definitely known to have a policy of operating their own electric shops and aggressively engaging in merchandising, show an average residence consumption of 369 kw.-hr. The nineteen companies definitely known to sell no appliances, leaving this merchandising activity to electrical dealers and other outlets in their communities, show an average residence consumption of 340 kw.-hr. Here then is the first actual comparison that has been made in terms of results as measured on the meters.

While the difference between 369 kw.-hr., and 340 kw.-hr., amounts to only about 8 per cent, advocates of a merchandising policy will see in these figures suficient support for their beliefs. On the other hand, advocates of the non-merchandising policy will find an explanation in the fact that central-stations which actively merchandise are also usually active in load-building promotion,

Yearly Average Kw.-hr. Use by Residence

New England Section

Towns	Population	Number of Residence Customers	Average Yearly Consumption In Kw.-Hr.	Average Residence Rate In Cents	Average Yearly Residence Bill
Boston, Mass.	1,495,803	150,000	351	9.5	$33.31
Providence, R. I.	298,725	75,600	292	8	23.36
Waterbury, Conn.	98,411	54,487	287	8.6	24.91
Hartford, Conn.	175,362	49,532	355	7.5	26.62
New Britain, Conn.	64,867	38,107	269	8.7	23.63
Springfield, Mass.	159,189	33,612	324	8.5	27.54
Fall River, Mass.	120,912	24,020	227	9	20.43
Brockton, Mass.	69,633	22,273	291	8	23.28
Pawtucket, R. I.	93,484	20,678	250	10	25.00
Lowell, Mass.	115,089	17,723	292	9	26.28
Manchester, N. H.	81,383	15,363	225	10	22.50
Norwalk, Conn.	29,015	15,342	337	9.1	30.89
Greenwich, Conn.	24,163	12,653	573	9.3	53.44
Biddeford, Me.	18,341	.....	195	9.3	18.13
Averages			305		$27.09

Middle Atlantic Section

New York City, Manhattan	2,300,000	150,000	432	7.3	$31.50
New York City, Brooklyn	2,156,687	400,000	350	8	28.00
New York City, Bronx	900,000	.....	235	12	28.20
Pittsburgh, Pa.	670,935	152,366	500	5.5	27.50
Buffalo, N. Y.	555,850	120,000	672	3.7	24.86
Newark, N. J.	513,634	75,205	309	9	27.81
Rochester, N. Y.	318,892	58,280	384	8	30.72
Scranton, Pa.	196,241	43,709	243	10	24.30
Syracuse, N. Y.	184,511	42,722	300	7.5	22.50
Altoona, Pa.	64,458	33,529	436	7	30.52
Trenton, N. J.	127,390	32,504	420	8.5	37.50
Schenectady, N. Y.	98,773	28,900	317	8.6	27.26
Lancaster, Pa.	55,285	28,754	260	10	26.00
Utica, N. Y.	103,457	25,478	282	8.5	23.97
Bayonne, N. J.	84,398	24,307	336	8.7	29.23
Harrison, Pa.	81,129	22,984	327	7.1	23.21
Binghamton, N. Y.	73,416	18,758	380	8.6	32.68
Wilkes Barre, Pa.	93,268	17,931	319	6.9	22.01
Yonkers, N. Y.	107,520	16,501	384	11	42.14
Elmira, N. Y.	48,354	14,299	325	7.5	24.37
Niagara Falls, N. Y.	58,082	13,854	540	4	21.60
New Castle, Pa.	48,058	11,141	436	5.7	24.85
Gloversville, N. Y.	22,590	10,121	250	9	22.50
Sharon, Pa.	23,793	7,398	470	5.7	26.79
Jamestown, N. Y.	41,664	6,426	450	5	22.50
Auburn, N. Y.	36,742	5,527	240	10	24.00
Averages			372		$26.95

South Atlantic Section

Baltimore, Md.	773,580	134,794	425	7	$29.75
Richmond, Va.	181,044	68,512	420	9	37.80
Norfolk, Va.	159,089	63,241	360	9	32.40
Birmingham, Ala.	195,901	36,157	425	8	34.00
Atlanta, Ga.	222,963	34,960	410	8.2	33.62
Wheeling, W. Va.	56,208	16,316	350	8	28.00
Wilmington, Del.	117,728	14,532	324	9.6	31.10
Columbia, S. C.	39,688	9,856	280	8.3	23.24
Winston-Salem, N. C.	58,230	8,476	315	7.4	23.31
Cumberland, Md.	32,361	7,912	300	8	24.00
Averages			361		$29.72

East Central Section

Chicago, Ill.	2,942,939	630,328	408	6.3	$25.70
Detroit, Mich.	1,225,000	372,045	470	5.3	24.90
Cleveland, Ohio.	993,307	200,000	500	5.1	25.50
Milwaukee, Wis.	500,899	144,978	408	6.3	25.70
Cincinnati, Ohio.	434,517	92,000	313	....	.....

while certain inert utilities which do not merchandise also do very little to promote residence business locally.

Certain it is, from the tables, that cities like Cleveland (500 kw.-hr.) and New York City (432 kw.-hr.) which, while not merchandising, have an energetic policy of co-operating with dealers and stimulating the business generally, can by this means, increase consumption.

A glance along the columns in the tables must reveal to even the casual observer, the fact that the annual residence bills run surprisingly uniform, despite a wide variety of conditions of geographical location or size of city. Practically all of the bills reported fall between the limits of $23 and $30, although there are a few (to which attention has already been called) well outside.

The variations in average residence consumption and in average rates appear to be much greater than the range in annual bills. Indeed the annual-bill figure, the product of the other two, rather approaches a constant within the limits above mentioned. Thus it would appear that while rates may be cut, resulting increase in consumption is enough to put the customer's annual

Customers in Representative Cities

East Central Section—Continued

Towns	Poulation	Number of Residence Customers	Average Yearly Consumption In Kw.-Hr.	Average Residence Rate In Cents	Average Yearly Residence Bill
Indianapolis, Ind.	342,718	71,873	336	7	$23.52
Toledo, Ohio.	269,338	61,695	370	7	25.90
Dayton, Ohio.	165,530	60,259	320	7.8	24.96
Columbus, Ohio.	261,082	44,357	408	7	28.56
South Bend, Ind.	104,000	36,000	350	8	28.00
Youngstown, Ohio.	150,436	35,221	505	5.7	28.79
Evanston, Ill.	41,465	27,560	516	9	46.44
Canton, Ohio	99,248	21,264	420	7.3	30.66
Oak Park, Ill.	47,217	18,426	474	8.9	42.19
Springfield, Ohio.	61,833	18,186	302	10.1	30.50
Joliet, Ill.	39,801	17,385	324	9.1	29.48
Rockford, Ill.	72,419	16,173	328	5.2	17.06
Jackson, Mich.	63,000	15,000	303	7.8	23.63
Waukegan, Ill.	20,364	13,446	329	9	29.61
East St. Louis, Ill.	69,729	12.861	323	6.5	21.00
Madison, Wis.	42,519	12,572	424	5	21.20
Lima, Ohio.	44,757	12,000	300	8	24.00
Kokomo, Ind.	34,565	11,325	298	8	23.73
Muncie, Ind.	40,321	9,745	333	7.4	24.64
Warren, Ohio.	37,905	8,886	384	6.9	26.50
Lorain, Ohio.	40,527	8,098	416	7.6	31.62
Kankakee, Ill.	17,900	8,037	278	9.2	$25.58
Lexington, Ky.	43,673	7,573	353	8.5	30.00
La Fayette, Ind.	23,316	6,987	300	7	21.00
Johnson City, Tenn.	13,664	4,770	288	9.5	27.36
Salem, Ohio.	10,795	2,630	343	7.5	25.73
Chicago Heights, Ill.	21,221	.....	304	9	27.36
Berwyn, Ill.	17,144	.....	339	9.2	31.19
Cicero, Ill.	.....	.....	306	9.1	27.85
Averages			364		$27.27

West North Central Section

St. Louis, Mo.	803,853	143,360	424	5.1	$21.62
Minneapolis, Minn.	380,582	102,896	422	7	28.54
St. Paul, Minn.	241,291	46,579	315	9	28.35
St. Joseph, Mo.	78,232	19,422	380	7.2	27.36
Lincoln, Neb.	60,000	13,978	400	4.3	17.20
Fargo, N. D.	22,841	5,864	368	....	.....
Fort Dodge, Iowa	19,635	5,040	240	11.5	27.60
Minot, N. D	11,866	2,680	275	10.5	28.88
Columbia, Mo.	10,546	2,509	662	7.5	49.65
Averages			387		$28.65

West South Central Section

San Antonio, Texas.	184,727	34,394	230	8.3	$19.09
Fort Worth, Texas.	143,821	25,790	370	7.3	27.00
Tulsa, Okla.	102,868	19,837	300	10	30.00
Pine Bluff, Ark.	20,817	10,671	312	13.5	42.12
Beaumont, Texas.	46,841	8,470	459	10	45.90
Okmulgee, Okla.	22,539	7,138	360	9	32.40
Port Arthur, Texas.	28,508	6,273	397	10.1	40.10
Averages			347		$33.80

Mountain Section

Salt Lake City, Utah.	126,241	78,570	382	8.1	$30.94
Denver, Colo.	272,031	63,937	350	9	31.50
Pueblo, Colo.	43,519	18,505	325	7.4	24.05
Butte, Mont.	42,409	17,405	382	6	22.93
Tucson, Ariz.	24,961	5,220	180	12	21.60
Albuquerque, New Mex.	16,648	4,950	276	11.5	31.74
Averages			316		$27.13

bill back to the same average figure.

Take the figures for Brooklyn, N. Y., where an 8-cent rate with an annual consumption of 350 kw.-hr., produces an annual bill of $28. Compare this with the Buffalo situation, where a 4-cent rate produces 672 kw.-hr., and an average bill of $26.88. Half the rate, double the consumption, and about the same bill.

Or again, compare Manchester, N. H., with 225 kw.-hr., at 10 cents, producing an annual bill of $22.50; with Jamestown, N. Y., whose 5-cent rate develops 450 kw.-hr. and the same $22.50 annual bill.

Contrary to the hypothesis of Henry Ford and other industrialists, that a decreased price opens up a much greater market and volume, the preceding figures on rates and residential consumption do not make it apparent that a low rate alone is the controlling figure in developing an electrical household load. Undoubtedly more important is active energetic selling of the electrical idea.

Rates as they are, would appear low enough in proportion to other living costs, when measured by the low electricity bills they produce.

An average family of five in an 8-room house completely equipped with electric range, refrigerator and all other electrical appliances will consume 4,500 kw.-hr. annually. This consumption can be taken as the top limit of possibilities well within reason, by which to contrast present average residence consumptions of 250 to 500 kw.-hr. per year.

Average Residence Kw.-hr. Use, concluded

Towns	Population	Number of Residence Customers	Average Yearly Consumption In Kw.-Hr.	Average Residence Rate In Cents	Average Yearly Residence Bill
Pacific Section					
Los Angeles, Calif.	674,641	300,000	360	7	$25.20
Seattle, Wash.	315,685	77,000	400	6	24.00
Portland, Ore.	273,621	57,580	590	4.6	29.04
Fresno, Calif.	300,000	51,058	471	5.9	27.79
Spokane, Wash.	104,573	41,930	547	4.7	25.70
San Diego, Calif.	146,014	37,191	228	8	18.24
Long Beach, Calif.	69,214	35,642	511	6.5	33.22
Pasadena, Calif.	53,388	22,542	372	4.6	17.11
Sacramento, Calif.	69,950	20,329	360	7.3	26.28
Stockton, Calif.	68,000	19,050	324	7	22.68
Colfax, Wash.	3,500	603	866	5.8	50.23
Averages			457		$27.23
Canada					
Vancouver, B. C.	117,217	.....	450	4.4	$19.80
Ottawa, Ont.	107,843	.....	1,680	1.1	18.48
Winnipeg, Manitoba, Can.	179,087	21,260	1,253	1.2	15.04
New Brunswick, Can.	387,876	.....	350	2.5	8.75
Quebec, Can.	2,361,199	23,220	337	....	.....
Barrie, Ont.	6,936	1,645	1,056	1.6	16.80
Brampton, Ont.	.....	1,168	1,056	1.7	17.76
Brantford, Ont.	29,440	5,337	1,236	1.6	19.32
Chatham, Ont.	13,256	3,517	768	2.1	15.84
Collingwood, Ont.	5,882	1,273	732	2.1	15.24
Etobicoke Twp., Ont.	.....	3,051	408	4.0	16.56
Ford City, Ont.	.....	1,670	1,224	2.0	25.08
Galt, Ont.	13,216	3,289	1,500	1.7	26.04
Goderich, Ont.	4,107	1,181	444	3.4	15.00
Guelph, Ont.	18,128	4,332	826	2.0	16.32
Hamilton, Ont.	114,151	24,556	996	1.7	15.84
Ingersoll, Ont.	.....	1,261	1,032	1.8	19.08
Kingston, Ont.	21,753	4,226	516	3.6	18.36
Kitchener, Ont.	21,763	4,895	1,368	1.5	20.88
London, Ont.	60,959	14,957	1,140	1.6	18.60
Midland, Ont.	7,016	1,385	852	1.8	15.60
Mimico, Ont.	.....	1,308	1,392	1.6	22.56
Niagara Falls, Ont.	.....	3,499	2,038	1.4	27.48
Ottawa, Ont.	107,843	11,022	1,668	1.1	18.24
Owen Sound, Ont.	12,190	2,548	636	2.1	13.68
Peterboro, Ont.	20,994	5,266	612	2.6	15.72
Port Arthur, Ont.	14,886	3,389	1,248	1.6	20.04
Preston, Ont.	.....	1,295	1,140	2.0	23.04
St. Catharines, Ont.	19,881	4,851	1,140	1.6	18.84
St. Thomas, Ont.	16,026	3,747	960	1.7	16.56
Sandwich, Ont.	.....	1,596	....	....	.....
Sarnia, Ont.	14,877	4,176	708	2.6	18.48
Scarboro Twp., Ont.	.....	2,549	732	2.7	19.92
Smiths Falls, Ont.	6,790	1,393	492	4.3	21.12
Stratford, Ont.	16,094	4,036	1,620	2.0	32.16
Thorold, Ont.	.....	1,086	660	2.3	15.00
Toronto, Ont.	521,893	110,169	972	1.9	18.36
Toronto Twp., Ont.	.....	1,057	....	....	.....
Walkerville, Ont.	7,059	1,885	1,956	1.8	34.92
Waterloo, Ont.	2,063	1,379	1,392	1.6	21.72
Welland, Ont.	8,654	1,918	1,236	1.4	17.36
Weston, Ont.	.....	1,474	996	1.6	15.83
Windsor, Ont.	3,591	11,263	1,500	1.9	27.84
Woodstock, Ont.	3,377	2,409	1,224	1.6	20.16
Averages			1,013		$19.30

Three Profits in Radio for Central Station

A Merchandising Profit—An Increase in Residential Kw.-hr.—A Leader That Helps Sell Appliances

IT IS common practice in department store merchandising to feature certain items as "leaders," offering a special sale on this material so as to bring people into the store. Radio, because of its natural appeal to the buying public, is coming to be recognized as a "leader" in itself without the need of price reductions and as such is being adopted by many stores which would not normally think of handling material of this nature.

The department store, the furniture store and the hardware store have long recognized the value of radio for this purpose and many have taken up this field so seriously that their departments rank well up toward the forefront in merchandising practice. Strangely enough, the power company commercial department has been one of the last to take up radio. Among those companies which have realized its value as an article for central station handling and have featured it in store display and in advertising, the British Columbia Electric Railway Company, Vancouver, B. C., stands among the pioneers.

"We carry radio and feature it as part of our merchandising stock," says E. E. Walker, sales engineer of that company, "because we cannot afford not to. The public is interested in radio and a portion of that interest we feel should be directed toward our company. We find that it brings customers to our sales rooms who would not otherwise call. Furthermore we feel that the radio has come to be a current consuming device and we look forward to the time when all radio sets will be operated from the power company's line."

The increased use of electric light when a radio set keeps the family at home of an evening is another element which makes this field an attractive one to the central station merchandising department. The British Columbia company has found this an important factor in increasing monthly light bills, an item which is not to be despised in view of the number of radio owners.

The radio department, therefore, occupies a conspicuous section adjacent to the entrance of the main salesroom. The department has purposely been arranged in such a way as to isolate it from the other floor space, tables and counters being so placed as virtually to wall in the section.

Service Is Special Feature

A special feature is made of servicing, much being said of the company's name and reputation which is behind all goods sold. Sets are demonstrated in the store and in the home and no effort is spared to see that the new customer is satisfied with the purchase made. Terms are generous and do much to increase sales.

As a result of the extensive advertising campaign and the growing reputation of the company's department in the radio field, over three hundred sets were sold during the first six months, which incidentally included the summer period when sales activities are not expected to be at their height.

Experience with the radio department has shown that it can justify itself on the basis of the merchandising profit which it has shown from the start.

Further than this, moreover, it means increased light bills and the increased use of current for the operation of the radio equipment itself, both important items to the power company.

Most important of all, it brings people into the store, serving as a "leader" or special inducement, making customers of those who might otherwise remain strangers. It gives people what they want and so makes them more friendly toward the store and the company which sold them. It offers numerous opportunities for small contacts between the power company and the public in the way of service and makes for better and more friendly public relations.

Leaders in department store merchandising are usually placed on the main aisle of the first floor—and the radio department of the British Columbia Electric Railway Company of Vancouver on the same theory has been located adjacent to the main entrance of the sales room.

Merchandising—The Opportunity and the Responsibility

By JOHN F. GILCHRIST*
Vice-President, Commonwealth Edison Company

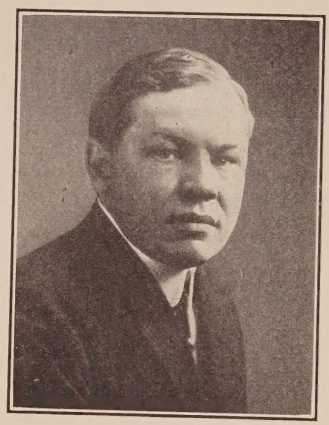
THE thought which bears in on me most insistently is that the place where we many find ourselves commercially in 1930 is very largely a question of the extent to which we want to go ahead.

There are, I venture to say, at least two schools of thought in every utility today. One group believes that the acquiring of business should be pushed ahead vigorously; the other is content to let it come with the self asserted demand of the people, saving the cost of publicity and sales. If we grant that this mental attitude is a factor in our development, let us consider the influences which will govern the state of mind of the operator.

The conservatism of age will be one factor; the electrical industry is old enough so that the men in charge of many of the properties are no longer young. *The most impelling consideration probably will be the ability to make a fair return on money,* taking into account the ease with which the principal may be secured and the time required for the manufacture of plant materials and the installation of them. Organizations are developed to produce a certain amount, and there are always influences in every organization against trying to pile up too much new business in a year.

But the greatest influence should be our responsibility in connection with the fact that the age of electricity is a new era on the earth.

Already our product is entering into the lines of the people in a way which is enabling them to live better and longer than human beings have ever lived. We should inform the public to the point of forcing our attention upon them as to the advantages to be gained from our service, and then to supply that demand at the earliest possible moment,



whatever its size may be. If proper publicity is given, and if the resultant demand is taken care of properly and efficiently, we will see a commercial development of our business at a rate greatly in excess of anything which has prevailed up to this time.

Improve the Load Factor

But there are other influences besides those mentioned. For instance, we are beginning to feel the proddings of necessity—that stern old mother of invention—as a result of a condition which has been growing upon us for several years in a very insidious way. I refer to the high cost of plant which has prevailed for seven or eight years, a respectable percentage of the lifetime of our business and during a period of great growth. Perhaps 70 per cent of our investment has come in at the high post-war prices until our complacency in relation to the diminishing number of years in which we turn our investment has already been rudely shocked by indications that there has been a sharp turn and the trend is upward.

"IF proper publicity is given, and if the resultant demand is taken care of properly and efficiently, we will see a commercial development of our business at a rate greatly in excess of anything which has prevailed up to this time."

Thus the companies that were turning their capital in three and three and one-half years are now, as to their entire capital, turning it in four, four and one-half and five years, and, as to the increase in capital of the last year or two, compared with the increase in earnings of the same period, they are turning it once in five or six years.

In the long run there are probably four principal methods of meeting this situation. I name them in the order of their practicability:

1. Lower operating costs.
2. More kilowatt-hours per kilowatt of plant capacity.
3. Reduced cost of plant per kilowatt.
4. Higher price for the product.

The last of these is not to be thought of. On the contrary, I hope and believe we shall find ways of reducing the price of electricity much further. Reducing the cost of plant is dependent on world conditions. The first and second items are to a great extent within our own control; and it is to the second one—putting out more kilowatt-hours per kilowatt of plant capacity; in other words, improving the load factor—to which we should direct our most vigorous attention. The effort to do this will, I think, prove to be one of the causes which will greatly effect the commercial growth of the industry in the immediate future.

While the improvement in sales organizations and the caliber of men essential in developing ideas for the use of off-peak service and for acquiring the load will result in the business with has been normal in past years being obtained in greater

*From a paper read before the American Institute of Electrical Engineers, New York, Jan. 29, 1926. At this meeting the general subject was the development of the electrical industry in the decade 1920-1930.

quantities as a byproduct, the direct results from campaigning for off-peak business will be added to the natural growth and should result in a sharp upturn in the curve of annual kilowatt-hour output.

A Vigorous Selling Policy Will Be Necessary

During the five years through which we have just passed, business has come to the central stations at times more rapidly than they could provide plant to take care of it, and only recently have even the far-sighted ones been preparing for the time which will soon come when a very much more vigorous policy in the matter of securing new business will be necessary in order that business, of the kind and in the volume necessary to support new plant at present prices, may be obtained.

"IN all districts where a vigorous policy of informing the people as to what electricity will do for them has been carried on, the increase in consumption of kilowatt-hours per meter has been very rapid."

Some of us note with uneasiness that in the matter of the number of buildings served in the communities we are reaching the saturation point. To a great extent the extension of our number of customers is merely the ground-work of the wider distribution of electricity later on. In all districts where a vigorous policy of informing the people as to what electricity will do for them has been carried on, the increase in consumption of kilowatt-hour per meter has been very rapid.

I am discussing particularly the kind of customers where electricity is becoming almost as fundamental a necessity as food and clothing—the kind of business which is so valuable to the power companies because of its stability and aggregate volume.

Great progress will be made in the greater uses of industrial power of all kinds, but the growth of the use by the mass of small customers is of the most significance in studying the future of our industry.

At first, both in business and in the home, electricity was looked on purely as an expense—as one of those things where the amount of the cost had no connection whatever with the productiveness of business on the one hand or the fuller life of the home on the other. Gradually that situation has been changed. The wider use of energy for industrial purposes, for advertising and for the reduction or displacement of domestic labor is accountable for this change of attitude.

Notwithstanding the very much more liberal use of electricity, its cost is a trifling percentage, generally speaking, of the expenses or costs of the institution, factory, store or home in which it is used. Let us take the cost of electricity in the average city home as $25 a year. Probably the average income for each home would be in the neighborhood of $2,000 a year.

I do not mean the average income per individual worker, but the average income of the worker or workers who support each home. This would mean one and one-quarter per cent for electricity.

When we contemplate the varied uses of electricity as being conducive to the more satisfactory and more economical preparation of food, the conservation of time, permitting of more time for rest, recreation and self-improvement, the greater conservation of health through the regulation of heat and ventilation, the comfort and satisfaction, which is the conservator of nerve force and generally means greater earning capacity, is it not conceivable that the home, vitalized and made more livable by the use of electricity, may justify, from the standpoint of economy and result, the expenditure of not only 1¼, but 2½ or 5, or even 10 per cent of the family income.

Lighting Possibilities Are Great

This possibility gives us an opportunity for growth and development quite equal to the opportunity afforded us by the chance to extend our lines over wider areas and take on more connections.

It is easy to conceive that properly directed information should result in an increased use of energy to the extent of say 10 per cent per annum. If this increase prevails generally through the whole body of the customers, it would result in a normal and healthy increase in the output of electricity, although the increase in the number of customers fell off to a point directly comparable with the growth of the community.

Much of this growth will be due to higher standards of illumination. We are far from having reached the standard of illumination which will ultimately prevail everywhere.

"THE jobber and dealer I think, will surely become more rather than less of a factor. The basis of sales, particularly of appliances, is on a much better plane than it was a few years ago. Margins to cover the cost of sales have been widened very radically, and we will, I believe, see a great selling force of people other than the utilities devoting their time and energies to the placing of all kinds of appliances on the power companies' lines for pecuniary reasons of their own."

Should Sales Forces Be Reorganized?

There will be factors in the situation in future, the effect of which is somewhat unknown, but which should mean a more rapid building up of business. For instances, in most companies there has not been much attention paid to strengthening of sales organizations since the early years of the World War. Now, however, many of the companies find themselves caught up in the matter of capacity and anxious to get more business.

This will require the reorganizing of sales forces in many of the companies. There are many very able commercial men in the electric utility, but the making of sales of electricity as compared with the selling of many other commodities has always been a relatively easy job, and the result is that as a class the selling organizations of the utilities do not, in my judgment, contain as large a percentage of men of ability as is the case with the average sales organizations over the country.

In the sale of electricity, however, as in other features of the business, we have learned many things, and the reorganized selling department will be a better one than has ever existed before.

Co-operation with Manufacturers and Dealers

Another reason for accelerated growth will arise from constantly increasing activities on the part of the manufacturers of electricity-using apparatus and devices. There has

been a good deal of this in the past, but I am convinced there will be more of it in the future. The variety of devices is increasing. Even in a big utility where many men are employed, the time will never come when the sale of all meritorious devices is pushed with the same energy, or even is given the same average amount of attention throughout the year. Thus those interested in each individual product, in order to do the best with it, must be organized to give their sales attention in one form or another to the point of placing the devices in the hands of the actual consumer.

When I say manufacturer, I am using a general term to cover all agencies, other than those of the utilities, which may be used in distributing goods to the user, and I am not excluding the jobber and dealer, who, I think, will become more rather than less of a factor. The basis of sales, particularly of appliances, is on a much better plane than it was a few years ago. Then, on account of the price policies, there was no hope of the jobbers and dealers being a factor because there was not sufficient margin allowed them to cover the cost of the effort. The manufacturer in many cases organized his own retail selling force; but he has been learning—in fact, we have all been learning. Margins to cover the cost of sales have been widened very radically, and we will, I believe, see a great selling force of people other than the utilities devoting their time and energies to the placing of all kinds of appliances on the power companies' lines for pecuniary reasons of their own.

The attainment of the household electric refrigerator to a point where it is practical to promote the sale of it is an illustration of my point. The value of this appliance to the American family as well as to the power companies is admitted. It perhaps is not quite as valuable to the householder as the washing machine and other devices, but it is very much more so to the power companies, and yet I am convinced that the manufacturers and distributors will find it necessary to organize very thoroughly in order to enjoy the volume of business which is necessary to make a reasonable profit and ultimately work down prices.

No doubt, if such forces are necessary to sell the household refrigerator they will be organized and put into the field, and the machines will be sold. In passing, I might comment that some carefully secured figures on a considerable number of these household machines indicate an increase of 50 per cent in the annual bill for electricity after putting the refrigerator in use. In view of the fact that these devices are being sold at the present time to people of means who are fairly large users of electricity, it is reasonable to think that as the devices become popular with the smaller users, the percentage of the annual electricity bill, due to the refrigerator, will be greater.

"FIGURATIVELY, the old cry of the lumber-camp cook, "Come and get it," is coming from the prospective customer from one end of the land to the other, and the vigor with which the electrical forces will "go and get it" is the key to the particular volume of growth we want."

The time has come when the increased use of energy per customer should be the thing to strive for, as such business under most schedules is much more profitable than existing business, on the theory that an improved load factor will result.

"THE time has come when the increased use of energy per customer should be the thing to strive for, as such business under most schedules is much more profitable than existing business, on the theory that an improved load factor will result."

Please do not think I am advocating trying to get this added increment on any basis which is not entirely equitable from the customer's point of view, for, in my judgment, where rates do not automatically take care of the customer's interests, they should be changed for those which will.

And certainly it is to the customer's interest to increase his consumption, for, as I have pointed out, through this very small increase in his monthly expense he will get benefits in the saving of time and promoting of health and comfort which, from the standpoint of his earning capacity, will be a most excellent investment.

Therefore, when both parties to the arrangement are greatly benefited, that is where the activity should lie. This means the complete electrification of the home, store or shop — more conveniences, higher standards of illumination and better heating and ventilation.

"Come and Get It"

Now a little information as to volume of business. Let us take the question of appliances alone. One company that I know of, which is only selling about $6 worth of appliances per connected residence customer per annum, whereas others are selling as high as $20 and $25, sold devices which, on the basis of an average use of $8 worth of electricity per kilowatt of device capacity per annum, would have resulted in raising the company's entire income from its residence customers two per cent.

It was estimated that other agencies sold twice as many of these appliances for the central station's lines as were sold by the central station itself, indicating a total from this source of six per cent increase in the bill, and this at a time when the development of the sale of these devices is very small.

That the kilowatt-hours per meter are actually going up is shown by the fact that in the company referred to, in a ten-year period, the kilowatt-hours consumed per residence customer have doubled. I believe that rural service and a more rapid increase in buildings incident to the abounding prosperity of this country will extend the field for added customers, so that the annual increase of utility customers for many years will be greater than it appears possible to figure at this time.

I am convinced that the greatest and most desirable growth, and one which will result in more rapid increases than we have ever had, will come from the demand for more utility service from our present patrons.

The customers want the service because it makes for real economy and conservation of forces; the power companies want the business; the manufacturers want the business; the organizations perfecting co-operation and assisting are improving constantly; money for expansion is easily obtainable, and requisite earnings are assured.

First McGraw Award for Co-operation Goes to J. R. Crouse

McGraw Award Presented to Vice-President of Electric Refrigeration Corporation at Notable Banquet at New York Sponsored by Society for Electrical Development

MORE than two hundred well-known electrical men attended a banquet at the Waldorf-Astoria, New York, the evening of January 15, held under the auspices of the Society for Electrical Development, to confer upon J. Robert Crouse, vice-president Electric Refrigeration Corporation, the medal and purse given him under the James H. McGraw award.

W. W. Freeman of Cincinnati, president of the Society for Electrical Development; Owen D. Young and James H. McGraw were listed as speakers, but very unfortunately an attack of illness made it impossible for Mr. McGraw to attend and an unexpected call of unusual importance took Mr. Young out of the city. Both Mr. Young and Mr. McGraw sent letters of regret in which they congratulated Mr. Crouse on his achievements and testified to the vital need for co-operative work in the development of the electrical industry and the importance of recognizing individual initiative. A letter of regret from Secretary Hoover was also read.

Doherty First Speaker

Henry L. Doherty was the first speaker. Mr. Doherty is an old friend of Mr. Crouse and as the first president of the Society for Electrical Development was an active worker in the early days of electrical co-operation, which he described, paying a hearty tribute to the leadership of Mr. Crouse.

Earl E. Whitehorne, associate editor of *Electrical Merchandising*, then read the citation for three certificates of honorable mention awarded by the judges of the 1925 award for co-operation. These citations went to George W. Austin of Toronto, who was the originator of the "red seal" plan for the promotion of adequacy in wiring installations; to Clyde L. Chamblin, president of the California Electrical Construction Company, who has been a leader in co-operative effort on the Pacific Coast, and to John J. Caddigan, assistant to the general superintendent of the Edison Electric Illuminating Company of Boston, who adapted the electrical show idea for use in small communities and neighborhood centers.

Medal Presented

The medal was then presented to Mr. Crouse, with the following citation:

"J. Robert Crouse, called the 'father of co-operation in the electrical industry' and founder and director of the Society for Electrical Development, for twenty years has been the outstanding exponent of the principle that electrical men should work together for the upbuilding of the electrical market and the promotion of the idea of 'doing it electrically.' Beginning in the vision of a co-operative publicity program for the lighting industry, his conception gradually expanded until it embraced the entire scope of electric service and the broad purpose of increasing human happiness by relieving drudgery both in industry and in the home. Under his aspiring leadership and through the sheer force of his engaging personality and his unflagging zeal, this, his dream of early days, has gradually influenced the thinking and the spirit of electrical men until it has effected a degree of co-operative achievement unparalleled in any other industry.

"It was through his initiative that 'Camp Co-operation I' was held at Association Island in 1912, which was the first conference of the foremost men of all branches of the electrical industry to discuss the possibilities of co-operation in market development, and out of this meeting came the organization of the Society for Electrical Development. Despite his retirement from the electrical industry for a number of years, his interest in the furthering of co-operation for upbuilding the electrical market never diminished, and his dynamic enthusiasm continued to win new converts and carry the movement forward. With his return to the electrical industry comes the most notable recent example of his progressive leadership, in the organization of the manufacturers of electric refrigerators into a council that, almost at the birth of this new and rapidly expanding branch of the industry, has established a high standard of harmony of purpose and a co-ordinated program of creative selling that is bringing great impulse to the development of this vital service to the American home. In recognition of this distinguished contribution to the advancement of co-operation in the electrical industry, the judges have awarded to Mr. Crouse the medal and purse for co-operation, given under the James H. McGraw award for 1925."

Mr. Crouse, in expressing his appreciation of the award, said that whatever he had been able to do for co-operation was the result of sympathy for the idea on the part of electrical men everywhere.

Guy E. Tripp, chairman of the board, Westinghouse Electric & Manufacturing Company, was called upon and spoke appreciatively of Mr. McGraw's work in bringing together diverse fields of the industry, calling him a practical philosopher and a business man with ideals.

J. Robert Crouse

Vice-president Electric Refrigeration Corporation, receives McGraw Award for Co-operation.

Banquet to Celebrate the Presentation of McGraw Award for Co-operation to J. R. Crouse

Buying Control

As Practiced in the Modern Department Store

By S. J. RYAN
Merchandising Counselor

DURING a recent survey of the electrical appliance retail field, one of the things that impressed me was the need of a more scientific or (as I dislike that much-abused term) a more practical method of controlling stocks. We are using the modern department store as an example of practical stock control, but chain stores of various kinds have just as efficient methods.

As a matter of fact, there is no basic difference between any of these systems as they are all based upon the same premises.

Every management has its own pet forms, to which they seemingly attach great importance and attribute marvelous results. Frequently they are guarded with great secrecy and one large chain organization has even gone as far as to copyright its forms so that no one else can use them. This is rather amusing as, in the hands of the skilled merchandiser, one form will serve just as well as another.

Importance of Personal Equation

One thought that should be borne in mind throughout this discussion is that no form, or combination of forms, is so important in merchandising as the *personal equation*. Forms are merely a means to an end, so if you prefer those of your own instead of the ones illustrated herewith, by all means use them.

There is a striking similarity between the great majority of retailers of electrical appliances today and the predecessor of the department store, the general store. The need of specialization was one of the causes that brought the departmentized store into existence. Another was a question of finance. The old time merchants appreciated the necessity of a more widespread appeal but frequently were unable to finance it. They resorted to rented or "outside" departments. This made separate accounting necessary. Probably very few of them foresaw the great benefits that were to follow from these crude beginnings.

Modern stock control methods can be used by the electrical retailer without departmentizing his business, but they will prove much more benefical if the business is departmentized. All the larger retailers and central stations should departmentize their businesses. This is the first step in scientific merchandising.

FORM 1.

MERCHANDISING PLANS

DEPT No. ____ NAME ____

SPRING / FALL	JANUARY / JULY	%	FEBRUARY / AUGUST	%	MARCH / SEPTEMBER	%	APRIL / OCTOBER	%	MAY / NOVEMBER	%	JUNE / DECEMBER	%	TOTAL OR FINAL	%
RETAIL SALES 1924	18.624		16.318		22.770		20.545		20.810		23.050		122.117	
1925	19.841		17.470		25.305		22.900		23.667		25.890		134.963	
PLANNED 1926	22.800		20.000		30.000		26.000		27.500		30.000		156.000	
ACTUAL 1926	21.346		19.849											
SEASON GAIN OR LOSS	1.508		3.934											
1ST OF MONTH RETAIL INVENTY 1924	41.465		42.318		45.510		42.970		40.678		37.745		30.961	
1925	39.605		39.110		41.342		38.854		37.937		37.446		29.790	
PLANNED 1926	37.800		35.000		40.000		37.000		37.000		35.000		30.000	
ACTUAL 1926	37.031		34.777		38.953									
STOCK TURNOVER 1925		.50		.43										
PLANNED 1926		.67		.58										
ACTUAL 1926		.60												
MARK DOWNS 1925	1.908		356		410		274		374		890		4.162	
ESTIMATED 1926	1.500		400		300		300		300		700		3.500	
ACTUAL 1926	1.610		705											
PURCHASES AT RETAIL 1925	21.384		20.608		28.777		27.959		18.455		24.114		129.310	
ALLOWED 1926	21.500		25.400		27.300		26.300		25.800		25.700		154.000	
ACTUAL 1926	20.697		24.935											
PURCHASES AT COST 1925	17.757		17.005		23.936		23.052		11.073		14.468		77.586	
ESTIMATED 1926	17.900		15.940		16.380		15.780		15.480		15.420		91.700	

INITIAL MARK-UP REQUIRED (RET) 40 MAINTAINED MARK-UP REQUIRED 37 STOCK SHORT

The Merchandising Plan or Control Form

RETAIL sales and first of Month Retail Inventory figures for 1924 and 1925 are used as a guide in arriving at the Planned Figures for 1926. Stock Turnover percentages, Mark Downs, Purchases at Retail and Purchases at Cost for 1925 are used for the same purpose. The form is headed so it can be used for either Spring or Fall seasons by crossing out season not being used.

First, the planned sales for Spring, 1926, are calculated and entered as related in the text of this article. Retail Inventory for first of each month and the stock turnover percentage is handled in the same way. Mark Downs are entered in a similar manner. From these figures the Purchases at Retail and the Purchases at Cost are arrived at and entered for each month in the year.

Example: January, 1926. Planned Retail Inventory, $37,500; actual inventory, $37,031; thus automatically increasing *retail* purchasing allowance (or Open To Buy—O. T. B.) $469. Adding this to the $21,500 previously allowed gives us $21,969. (The original allowance of $21,500 was arrived at by estimating a Jan. 1 retail inventory of $37,500, subtracting planned sales of $22,500, leaving a net inventory of $15,000. Feb. 1 planned inventory being $35,000, this gave us a purchasing allowance of $20,000, to which we added $1,500 anticipated markdowns, or a total of $21,500). Inasmuch as the required *initial* markup on purchases is 40 per cent on retail, this gives us a purchasing allowance *at cost* of $13,181 for the month. (Cost figures are only used for convenience.) This is all based on our doing a business of $22,500 at retail in January.

WHAT actually happened was that we sold $21,346 and took markdowns of $1,610, a total of $22,956 at retail. We purchased $20,697. We therefore decreased our retail stock by $2,259 and subtracting this amount from the Jan. 1 inventory of $37,031, we find we have a retail stock on Feb. 1 of $34,772. The same operations are repeated in February, resulting in a retail inventory on March 1 of $38,953. This being $1,047 less than our anticipated inventory, it automatically increasing our O. T. B. for March by that amount at retail, or $628 at cost.

This procedure is followed throughout the season. It is a simple system, although it may sound complicated in explanation. Let us take the Spring season of 1925. We reduced our retail stocks by sales of $134,963 and markdowns of $4,162, a total of $139,125. We increased our stocks by retail purchases of $129,310, or a net reduction of $9,815. Our retail inventory Jan. 1, 1925, was $39,605 and on July 1, 1925, $29,790, or a reduction of $9,815, which balances.

Stock turnover percentages are calculated by taking the *average* of the first of month and end of month inventories and dividing the month's sales by that amount. Example: Jan. 1, 1926, inventory $37,031, Feb. 1, $34,772, average $35,902. Divide sales of $21,346 by $35,902, result 60.

Let us assume that our business is departmentized. This means we can not only control our stocks to better advantage but our departmental expenses as well. Each department becomes a business within a business. Great mercantile institutions, such as the modern department stores, could not be operated nearly as efficiently as they are without being departmentized. It is logical to assume the same rule applies to electrical retailers. It is not necessarily an expensive operation and pays for itself many times over.

The next step, after departmentization, is the adoption of the retail system of accounting. This fits in ideally with departmental control, is simpler and is more accurate than the old cost or cost-and-retail systems. It would be easily adaptable for the electrical retailer because nearly all of his merchandise has a fixed retail. This subject has been frequently discussed in *Electrical Merchandising* in recent months. Probably its best indorsement is the significant fact that department stores and chain systems are rapidly adopting it throughout the country.

Example of Plans

A specific example of a departmental merchandising plan will best serve to illustrate the foregoing. First, the year is divided into seasons of six months each, usually called Spring and Fall. The known factors are the retail sales and stocks of the similar period of the preceding year, together with the initial and maintained gross-margin percentages, the amount of mark-downs (depreciation on stock), the stock shortages as revealed by the inventories and the amount of stock at the beginning of the period this year. Inasmuch as these "buying plans" or forecasts are usually made up in advance, the latter figure is an estimated one—but it is *conservatively* estimated. Remember, when forecasting merchandising operations the merchant is acting as a banker to the department, so he is conservative with his allotments.

The next step is a knowledge of the national and local factors influencing sales in the same period the preceding year, and those likely to have a bearing on this year's operations. Upon this, he bases his estimate of the retail sales for the period this year. Usually this calls for an increase, but there are occasions when a decrease is shown. For example, a store in the Pennsylvania anthracite region. Despite favorable national indications last year, such a merchant would only have been exercising natural prudence when forecasting last Fall's business if he had calculated a decrease for the season because of the possibility of a strike. This strike actually occurred later on. Furthermore it is so much simpler to buy goods than to cancel commitments.

Judgment Comes First

Having calculated the retail sales, his next step is to determine the amount of stock necessary for each month's business. Theoretically this is simple, a mathematical calculation of stock turnover achieved through dividing sales by stock. Actually other factors usually enter into it—a very heavy stock on hand, for example, which it is impractical to reduce too abruptly. Sometimes he finds a stock actually too low and it needs to be cautiously filled in.

It is in the calculation of the stock on hand that mathematics must be subordinated to the judgment of the trained merchandiser.

Let us assume, for the purpose of example, that the operation of the preceding year has been a satisfactory one. In that event he will forecast a natural increase in sales and a slightly higher ratio of turnover. By this means he arrives at the amount of stock to be carried.

The next step is a calculation of the amount of "mark-downs" or stock depreciation for any reason whatever, by months. At best, this is very largely guess work regardless of how shrewd the calculations prove to be at the end of the period. Experience is, of course, a guide and also a knowledge of the condition of the stock on hand—its age, appearance and salability.

Then he calculates the amount of money available, by months, for purchasing merchandise, usually termed the "open to buy." This is very simple, with the other factors in his possession. First he takes the expected sales for the month. Then he *adds* the estimated amount of markdowns, because they serve the same purpose as a sale in decreasing the stock on hand. Next, if the stock on

Continued on page 6188

FORM 2.

ORDER ENTRY

DEPT. No. ——— NAME ———

SPRING / FALL	JANUARY / JULY	FEBRUARY / AUGUST	MARCH / SEPTEMBER	APRIL / OCTOBER	MAY / NOVEMBER	JUNE / DECEMBER	FOLLOWING SEASON
ORIGINAL O.T.B.	17.900	15.940	16.380	15.780	15.480	15.470	
ADJUSTED O.T.B.	13.181	15.377	17.008				
INVOICES C/O			7.547				
ADVANCE ORDERS			1.763	7.000	670	110	
ORDERS C/O			4.789				
	17.418	14.541	8.394				
3/1			416				
			9.010				
3/17			517				
			9.527				
Can.			710				
			9.317				
3/3			1.740				
			10.552				

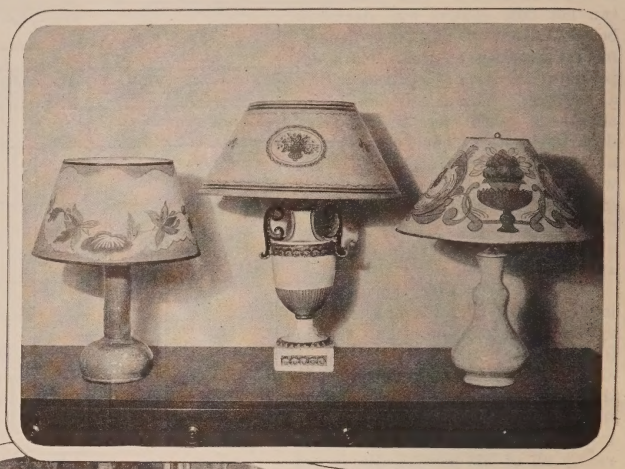
The Order Entry Form

FORM 1 is the monthly and seasonal control of stocks. Form. 2 is the daily stock control. In department stores, these control figures are usually reduced to cost because by far the greater percentage of goods bought have no fixed retail. Some stores have succeeded in placing this form on a retail basis, however, and the practice is spreading.

The original entries on this form are derived from Form 1. You will note the "Estimated 1926 Purchases at Cost" figures on Form 1 become the "Original O. T. B." figures on Form 2. Thus the purchasing allowances for each month of the season are available in advance. These O. T. B. figures are, however, adjusted as the season progresses. In this operation, for example, we find this department is, on March 4th, open to buy $6,456 for March, $13,780 for April delivery, $14,810 for May and $15,310 for June delivery, *all at cost,* based on the season's planned business.

Example: Original O. T. B. for January $12,900 (See Form 1). This is the same as $21,500 at retail, inasmuch as a 40 per cent gross margin (initial markup) is required on purchases. Our actual Jan. 1 stock is $37,031, or $469 less than planned. We add this to the $12,900, giving us an O. T. B. for January of $21,969 at retail or $13,181 at cost. This calculation is based on retail sales in January of $22,500 and a retail inventory on Feb. 1 of $35,000. Failure to reach these figures, or exceeding them, automatically adjusts the February O. T. B. Succeeding months work out in the same manner.

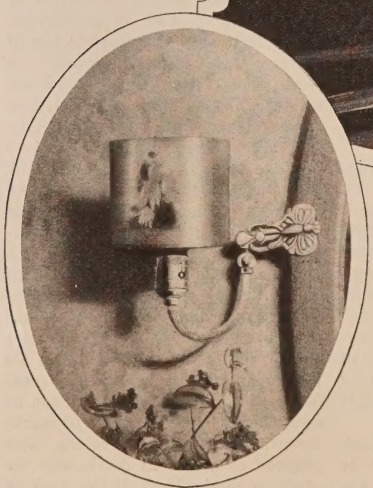
New Lamps for Spring Stocks Show



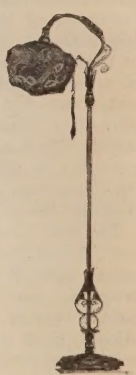
Something unusually artistic and fine in pottery lamps is shown in this group which comprises an Italian "Bassano Ware" lamp and two lamps of domestic pottery. The Italian lamp in the center is made of "terraglio," resembling soft paste porcelain and the yellow parchment shade is decorated in colors to harmonize with the base. Intended price of base is $22; the 18-in. shade is $24. The pottery lamp to the left has deep amber base and the one at the right a bluish white pottery base. The shades of both are of linen, decorated in bird colors and designs.

Manufacturers' names on page 6188

Among the more decorative lamps to appear on the market are the two pictured, of genuine marble. The floor lamp has shaft of chased brass with marble insets. The georgette crepe shade has medallion of gold lace. Its retail price is $157. The marble table lamp has pleated georgette shade, trimmed with silk braid. Intended price $96. The table clock, set in etched French glass, is $45.



The "Attachette", a high grade clamping bracket. Soft padded so as not to injure the finest furniture surface. List $4.25, shade $2.



Rayglow bridge lamp. Metal base and shaft. The shade of beaded material Bird of Paradise design put on with luminous beads. In a darkened room this design glows with a silvery light. Soft ribbon purling top and bottom. List $59.

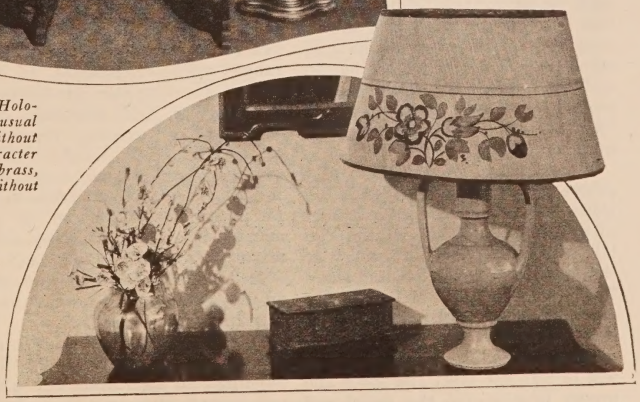
Variety in Style and Price Range

"Floorette" bridge lamp. Shade on heavy silk cord adjusts at any height. Standard finished in old steel with gold base. Shade of pleated georgette with velvet band overlaid with silk braid. List $86. *On the table a pair of Dresden figure boudoir lamps at* $50 *a pair, and Dresden figure table lamp with onyx base, shade of putty colored georgette, cut Ivory final,* $60. *The junior has a wrought iron base and shaft, shade is pleated georgette with braid of cut velvet and gold,* $73.

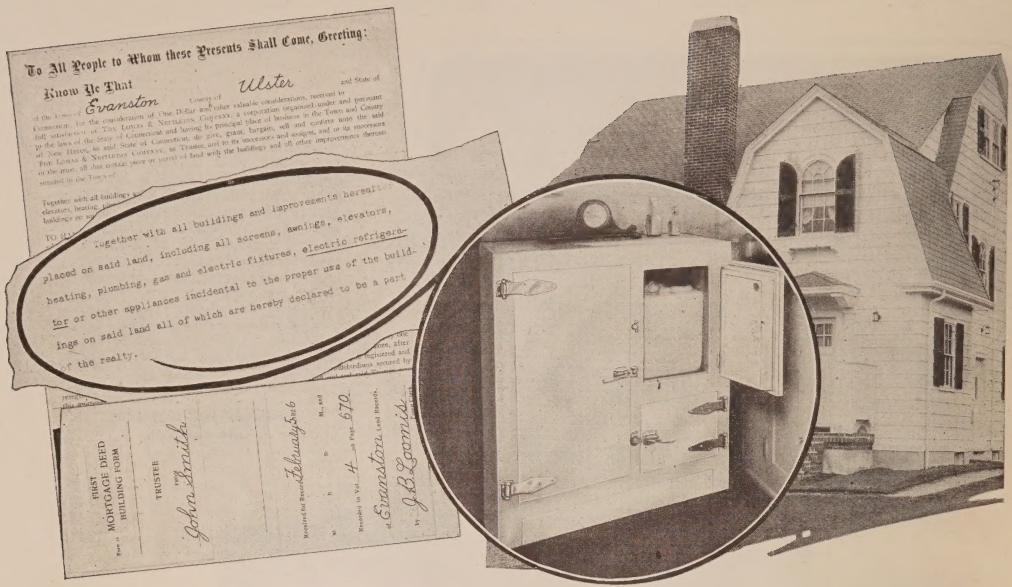
Prices subject to trade discount

The bridge lamp at the left has a pleated georgette shade, trimmed with ruching. Lamp retails for $17.50. *Gold plate and ebony are used as a finish on the brass base of the floor lamp at the right. The shade is trimmed with metal braid. Price,* $42. *The table lamp is decorated in Italian bronze. The glory crepe shade has a brocaded georgette top. Price of lamp complete,* $56.50. *The imported duck jug sells for* $13.50.

This junior lamp is equipped with a Holophane lighting unit producing unusual efficiency and distribution of light, without interfering with the decorative character of the lamp. Base and shaft of old brass, shade of georgette over silk, $60. *Without Holophane unit,* $50.



Unusually lovely in detail and design is the new pottery lamp shown here. Its two-armed base is indeed quaint and new among pottery lamps. The shade is decorated linen. Intended price $20.


To All People to Whom these Presents Shall Come, Greeting:
Know Ye That
Evanston
Ulster
together with all buildings and improvements hereafter
placed on said land, including all screens, awnings, elevators,
heating, plumbing, gas and electric fixtures, electric refrigera-
tor or other appliances incidental to the proper use of the build-
ings on said land all of which are hereby declared to be a part
of the realty.
FIRST MORTGAGE DEED BUILDING FORM
TRUSTEE
John Smith
February 6
670
Evanston
J. B. Loomis

Writing the Cost of the Electric Refrigerator in the Building Loan

THE Oil Burner & Refrigerating Company, 508 Davis Street, Evanston, Ill., has been selling electric refrigerators at the rate of five a week ever since last May. John F. Kennedy, president of this concern gives, as his main reason for this record, the fact that he "gets 'em when they're young." In other words, he goes right after the architect, the builder and the prospective owner just as soon as he receives the first hint that "Mr. So-an-So is thinking of building a new home."

He specializes on this kind of a prospect because: "If I get in the picture soon enough, I can arrange to have the entire cost of the electric refrigerator and its installation charge *written in the building loan.*" This, according to Mr. Kennedy, makes it much easier to close the sale. It guarantees prompt payment in full and it permits the architect to plan the exact size space and proper location for the model and make of refrigerator that has been decided upon.

Electric Refrigerator Considered Part of House

"An electric refrigerator may legally be considered a part of the house just the same as the furnace or the set tubs," says Mr. Kennedy. "Therefore, treat it as such and arrange, whenever possible, to have its entire cost written into the building loan or first mortgage deed. This is an entirely practicable scheme, it has a number of advantages and, because it is easier for the owner of a new house to pay for electric refrigeration in this manner, it is a comparatively simple matter to sell him on the idea."

Mr. Kennedy sheds further light on the operation of a transaction of this kind when he adds:

"Over fifty per cent of our customers specify definitely in their building-loan application that a certain sum is to be used for electric refrigeration. The rest of our sales are made to people who already own their homes or to home builders that we are not able to reach in time to explain to them the merits of this building clause proposition.

"When an allowance is made for the refrigerator in the building loan we generally get our money in one lump sum. The procedure is to first go to the owner and obtain a "fixture payment assignment." This is an order on his bank or loan company to pay to us the sales price of the refrigerator. This money is, of course, deducted from the building mortgage."

Mortgage Banker Explains

Mr. Kennedy then quotes a large mortgage investment house in explaining the attitude of the lender:

"Our mortgages contemplate the fixtures installed in the property rather than delivered on the premises. The owner of the property is at liberty to assign to the

dealer, out of the mortgage money, the amount agreed upon as payment for the electrical refrigerator."

"It is also well to have a special electric refrigerator clause inserted in the building specifications," concludes Mr. Kennedy. "This accomplishes two things. It assures the owner that his refrigerator will be properly installed and it makes it easier to obtain money from the building loan in payment of the refrigerator, inasmuch as this refrigerator has been specifically mentioned as a part of the building. This clause should read about as follows:

> As shown on the drawings a recess shall be provided for receiving an electrical refrigerator of the following make and specifications. (Here insert the name and model number, capacity, and dimensions of the electric refrigerator it is proposed to install). Said machine shall be firmly installed in the special recess as provided in the floor plan of the kitchen. This refrigerator to be encased and to be considered as an integral part of the building. The client shall run two No. 12 wires and provide an outlet for the electrical connection of said machine and shall connect such wires on lighting circuit, allowing for a load not exceeding 115 watts."

Forty per Cent Appliance Saturation in Cleveland

A SURVEY recently conducted by the Electrical League of Cleveland showed an appliance saturation in that city of 40 per cent!

No information on this subject had been collected since the second electrical home in 1921, consequently it was decided to prepare a total of two thousand survey cards and distribute them in lots of two hundred to newspaper employees, department store employees, factory office employees, bank employees, factory employees, central-station employees, attorneys, physicians and surgeons, electrical men; and two hundred were filled out by exhibit visitors.

The double government post cards announced the desire to gather statistics for the compilation of a report on the number of electrical appliances in use in Cleveland homes and it was stated on the card that under no circumstances would the information be used for commercial purposes.

The results tabulated from these cards are shown in the accompanying chart.

Double Check on Survey

There being some question concerning the accuracy after the results had been tabulated believing that possibly these reports might represent the number of appliances in use in the better homes occupied by business and professional people, a further check was made on homes, 74 per cent of which rent for $25 to $50 per month, and 26 per cent of which rent from $55 to $130 per month.

The number of appliances in use in these homes with an average rental value of $54.35 per month are shown in column two of the following tabulation:

Electrical Appliances in Use in Every One Hundred Homes

	Col. 1*	Col. 2*	Col. 3*
Hand Irons	96	97	71
Vacuum Cleaners	85	84	31
Toasters	70	68	23
Clothes Washers	63	52	21
Fans	48	39	19
Percolators	45	45	13
Radiant Heaters	38	34	10
Heating Pads	36	21	*
Sewing Machines	30	21	*
Grills	28	28	*
Waffle Irons	18	21	*
Ironing Machines	12	3	1½
Electric Refrigerators	5	1	½
Ranges	5	2	3
Dishwashers	2	0	*

*Column 1—In ten groups of Cleveland homes.

*Column 2—In Cleveland homes renting for an average of $54.35 per month.

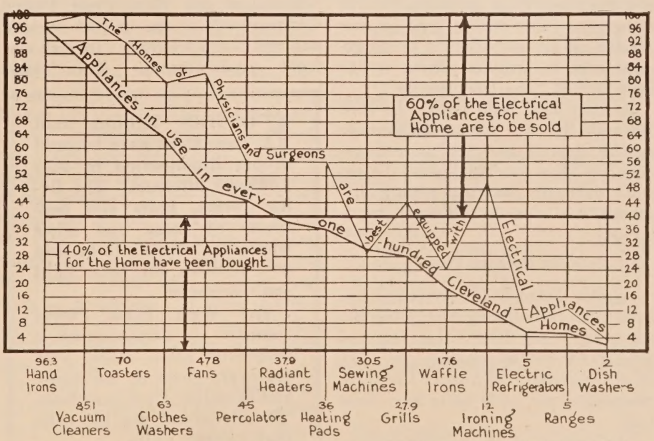
*Column 3—In the United States.

Readers will note that column one represents the appliances in use in every one hundred homes, percentages having been taken from the result of all cards received, while column two shows the percentage of appliances in use in homes with an average rental value of $54.35 per month, and column three shows the percentage of appliances in use in every one hundred homes throughout the United States.

It is interesting to note, as shown in the chart, that the homes of physicians and surgeons are best equipped with electrical appliances which demonstrates the confidence of doctors and their belief in the health and economic advantages of electrical appliances.

The check on the cards by groups shows that electrical men have 8.89 out of a total of fifteen appliances as shown at bottom of chart, physicians and surgeons come next with an average of 7.88, attorneys 6.54, factory employees 5.69, bank employees 5.64, factory office employees 5.57, department store employees 5.55 and newspaper employees 5.47.

Survey of Appliance Owners in Cleveland


The Homes of Physicians and Surgeons are best equipped with Electrical Appliances
Appliances in use in every one hundred Cleveland Homes
60% of the Electrical Appliances for the Home are to be Sold
40% of the Electrical Appliances for the Home have been bought
963 Hand Irons
70 Toasters
478 Fans
379 Radiant Heaters
305 Sewing Machines
176 Waffle Irons
5 Electric Refrigerators
2 Dish Washers
851 Vacuum Cleaners
63 Clothes Washers
45 Percolators
36 Heating Pads
27.9 Grills
12 Ironing Machines
5 Ranges

This chart, taken from "The Leaguer," official publication of the Electrical League of Cleveland, shows, as a result of a recent survey conducted in that city, that doctors are the best appliance customers, and lawyers the next.

The live wires who are replacing obsolete fixtures with more modern lighting units in Western Pennsylvania. L. B. Michaels who initiated and who is now directing this activity is the pleased-looking gentleman at the extreme right.

Refixturing with a Utility Unit

THAT there is a large market for a utility lighting unit which is suitable for installation in various rooms, was shown when the customers of the West Penn Power Company, insisted upon purchasing kitchen lights for sun-parlors, bath-rooms, nurseries, sleeping-rooms and hall-ways.

To meet with this demand a new unit was developed and a sales campaign is being conducted by L. B. Michaels among the customers of the West Penn Power Company, in a number of communities in Western Pennsylvania. The unit being sold is a decorated glass enclosing bowl of either the close ceiling type or suspended on chains. Owing to its resemblance to Dresden China it has been named "The Dresdenaire."

Results have been good. In each 100 calls the men are on the average selling about 8 per cent more Dresdenaires than kitchen lights, the results naturally varying among different men and in different territories.

The Selling Plan

As the Dresdenaire campaign has been just recently started, advertising is not being done extensively and details are not all worked out. But as a preliminary to a more intensive campaign over 1,000 units have been sold.

The cash price of the Dresdenaire is $9 installed complete with a 100-watt lamp and Lavalier switch. The time price is $10—one dollar upon delivery and one dollar a month.

Three salesmen or a crew manager and two salesmen accompany either one or two fitters with a truck load of Dresdenaires and kitchen units to the territory. The salesman carries a sample of either the kitchen light or Dresdenaire wired up with a plug with which he makes his demonstration.

The customer signs the order and the lights are delivered and installed "on the spot," c.o.d. $1 per light. The fitter collects the down payment.

Some of the West Penn Power Company offices are in coal regions and mill towns where the foreign element predominates. This large foreign population renders the straight trial proposition, with no down payment, impracticable.

KITCHEN lighting unit campaigns have brought proper illumination to over 4,000,000 kitchens. The living rooms, halls and bedrooms of these and other homes are waiting to be sold new fixtures for both light and decoration.

The West Penn Power Company is campaigning a decorated glass utility unit for every room in the house and is selling 8 per cent more "Dresdenaires" per 100 calls than kitchen units.

The c.o.d. cuts sales per day per man by about one-half and necessitates a high rate of commission.

Total commissions for selling and installing are $2.50 per light, with no deductions for removals on delinquent accounts. There are however very few removals under this system, probably not more than 2 per cent.

Finding and Keeping Salesmen

There are about thirty men working on the West Penn Power Company proposition. The campaign salesmen, crew managers, and fitters are all in the employ of The L. B. Michaels Company, who own the trucks being used.

The best source from which salesmen have been secured is from among friends of the present selling staff. The next best is from the personnel department of the utility company. Among applicants for all sorts of jobs with the electric company, are men who at some time have had sales experience.

The salesmen are paid promptly and liberally. The interest of the men is kept up with prize contests, daily letters, quotas, and pay in regular commissions plus bonuses. The bonuses being payable in thirty-day time, provided the salesman has been working regularly and has not left the company. All office orders are

turned over to salesmen during the time the campaign is under way.

It has been found that the best method of obtaining leads is to go out after them. All sorts of schemes to find prospects have been tried, but nothing has compared with house-to-house solicitation.

Call-cards from the addressograph, (as the meter reader makes his calls), are almost a necessity in order to realize the full value of the territory. The men average thirty-five calls a day.

Shown here is a sample of some of the newspaper copy being used. Newspaper publicity is preferred even in small towns. It is more adaptable, may be changed over night if necessary, and much or little may be used as required.

Large space copy has proved most efficient. Two quarter page ads. with uniform border will dominate the page, and, although only half-page expense, has the effect of full-page copy.

About 12,000 kitchen lights have been sold in this territory. This represents about 12 per cent of the meters in this division. As the Dresdenaire is selling to a larger percentage of the customers than the kitchen light, it is very evident that this campaign will end even more successfully than it has started and a greater market will have been filled by offering the customer a light adaptable to practically any room in the house.

Sells 300 Kitchen Units in Four Weeks

Mrs. A. C. Fennell of Albany, Alabama, recently undertook an intensive kitchen unit campaign, during which she sold 300 lighting units in four weeks. She not only improved the kitchen lighting, but sold units for every room in the house.

One important argument for buying the light units which was effectively used by Mrs. Fennell, concerned the survey recently held in Albany, which brought out the fact that a great many of the school children had defective eye-sight.

Mrs. Fennell usually sold the units without mentioning the five days' free trial which went with the unit, but did so if finally necessary. As a result of her efforts in selling lighting units, a great deal of missionary work was accomplished.

Of the 300 units sold to date, only thirty-eight have been returned.

Winnipeg "Hydro" Sells Ranges on Eleven Years' Time

AN ENTIRELY new idea in the merchandising of electric ranges has been developed in Winnipeg, Canada, where 4,330 ranges have been added to the lines of the city "Hydro" within the period of a year and a half. The present record is 19,000 electric ranges on the city lines, with a city population of only 200,000.

The selling campaign has divided itself into two major divisions. To individual consumers ranges, including installation, are sold at $15 down and $5 a month. To apartment house owners, ranges are rented, or virtually sold on an eleven-year basis without any initial expense for wiring or equipment.

Ranges Installed Free

An extensive advertising campaign carried on among apartment house owners and also among those who rent apartments has been largely instrumental in bringing about this result. Billboards in conspicuous locations throughout the city and letters addressed to tenants were among the methods used.

The scheme in brief is this: Any apartment house owner, which means the owner of any rented quarters from a double house up, may have ranges installed in his apartments free of charge upon signing an eleven-year contract by which it is guaranteed to pay 1 cent additional for every kw.-hr. used on the range during that period. The domestic rate for electric cooking in Winnipeg is 1 cent per kw.-hr. with a 10 per cent discount, or net .9 cent per kw.-hr. and the additional charge brings the figure up to 1.9 cents per kw.-hr., leaving the operating cost of the range still below that which is possible with gas. During the period of the contract, the owner may purchase the ranges upon payment of the retail price minus a depreciation charge of ¾ of 1 per cent per month for every month the contract has been in operation. In other words, the ranges automatically become the property of the owner in eleven years' time.

Recently the scheme has been slightly modified so that the owner pays for the wiring, either outright or on a ten-year basis, paying $10 down and $2.70 every half year. Instead of the kw.-hr. basis of payment, an equivalent sum of $1 per month on all ranges costing $70 or under, or $1.25 on ranges costing more than $70 is charged.

Three types of ranges are sold at prices ranging from $65 to $92.50. These were selected after severe tests to determine the most durable equipment and that requiring the least maintenance. Records kept on one of the types of range used are said to show a cost of maintenance to the city department of 1.7 cents per month per range. In figuring the merchandising returns from the plan, $1 a year per range has been allowed for maintenance costs. Ranges are sold at wholesale prices plus a $7 handling cost.

The investigating committee which sanctioned this plan of merchandising on the basis of its financial returns submitted a report which purports to show an annual merchandising profit to the city of some $5,800 on 5,000 ranges, not to mention the return in the current consumed, which it is figured amounts to $140,000 annually. The ranges are to be paid for in eleven years time with a 5¼ per cent interest return on the investment during that period. The figures follow:

Cost of 2.500 stoves at $70..	$175,000.00
Revenue	Per Year
2,500 stoves at $1 per month or $12 per year.	$30,000.00
Expenditure	
Interest at 5¼ per cent...	9,187.50
Sinking fund, 11 years...	12,644.00
Maintenance at $1 per stove	2,500.00
10 per cent vacancies....	3,000.00
	$ 27,331.50
Annual estimated profit....	$ 2,668.50
	$ 30,000.00

Cost of 2,500 stoves at $90..	$225,000.00
Revenue	Per Year
2,500 stoves at $1.25 per month or $15 per year..	$ 37,500.00
Expenditure	
Interest at 5¼ per cent..	11,812.50
Sinking fund, 11 years..	16,258.00
Maintenance at $1 per stove	2,500.00
10 per cent vacanies.....	3,750.00
	$ 34,320.50
Annual estimated profit....	3,179.50
	$ 37,500.00

The small profit, it is figured, will be sufficient to care for underestimations or unforeseen contingencies.

Setting Up a Lamp Department

ONE of the largest eastern central stations recently asked a manufacturer of lamps and an expert on lamp merchandising to put into written form his recommendations on lamp merchandising.

The memorandum prepared is so clear and covers so briefly, and yet so fully, the reasons why the central station should push the sale of portables and the measures necessary to a successful lamp department that we obtained permission to publish this recommendation for the information of other lighting company executives interested in this merchandise.

Why Central Station Should Merchandise Lamps:

First, a portable lamp is unquestionably one of the largest producers of current on residence lines.

Second, portable lamps produce a large margin of profit, as the common quotation on lamps is 50 per cent off the list.

Third, there is little or no cost for servicing portables.

Fourth, the cost of selling is low because practically all portables are sold off the store floor and not by residence campaigns.

Fifth, because of the style-character of this business, the purchaser is not content to make selections other than from a large display. Therefore, they come to your show room to make a selection and must necessarily see the appliances, which affords an opportunity of selling them in the shop rather than at the home, and, therefore, reduces materially the cost of selling appliances.

How to Set Up Organization for Merchandising Portables:

Purchase:

First, it is absolutely essential to employ a buyer familiar with the purchasing of portables. It is suggested that a woman would be best for this position because of her ability to sense style-changes—because she can arrange the stock to the best advantage, and because it is necessary to keep a very clean and orderly department.

The buyer should not be responsible to anyone but the head of the department in the matter of purchases.

Second, it is obvious that the central station cannot afford to sell the very cheapest class of merchandise. At the present moment, 83 per cent of the business in portables is confined to standing lamps.

At least 80 per cent of the stock to be displayed should retail for from $10 to $50. The remaining lamps should be of the higher type so that the range of choice will cover all the customers of the central station.

It is well to stress here the fact that at the present time, it is impossible to sell the story of illumination to the customer. Practically all lamps are purchased by women, where nothing but style and decoration is considered. Lamps that are purely utilitarian, should be avoided for some years to come. You must sell STYLE.

Third, it would be advisable to send your buyer to the Chicago furniture market in January and June of each year to study the latest developments of the market.

Selling:

First, the arrangement of stock is a very important matter. Portable lamps should be segregated from appliances because the appeal is to different instincts and because it is impossible to inspect the merchandise properly if your attractive lamps are interspersed with washing machines, ironing machines, sewing machines, etc.

Second, it is necessary, too, to carefully train your present sales force in the selling of style-merchandise. Their minds now run along the lines of labor-saving devices and the matter of selling decoration is far different.

Third, under ordinary circumstances, it seems inadvisable to ever campaign a particular portable. It is very difficult to persuade a woman that a certain lamp or shade which you may select, is the proper one for her to have in her home. She wants the same opportunity of selection that she seeks when she is buying her own wearing apparel.

However, it does seem advisable that in this particular case, at least three campaigns for particular lamps should be run for a period of a year, to sell the idea that the central station is again in the portable business and to get them to think in terms of the Blank Company when they desire to purchase lamps. After this has been done, it is recommended that no more campaigns be used.

Fourth, general advertising, newspaper, broadside and bulletin, should be used constantly, drawing attention to the fact that a very wide range of portables are always on display and make an appeal that will arouse a desire to visit an unusual exhibit.

Fifth, adopt a name such as "The Lamp Shop" or "The Lamp Studio" that will create an air of distinction.

Sixth, it is an accepted fact that the best position for a lamp department is in the darkest part of a show room—a place that is not suitable for the showing of appliances.

Link Up Portables with Incandescent Lamps

It is suggested that your incandescent lamp department be in some way intimately associated with the merchandising of portables, so that advice could be given on the lamps to be used in the portables. And it would be to your advantage both ways if the vast number of people who come to your incandescent lamp room, could see both your portable and appliance merchandise.

It would be very instructive to see the stress that is laid on this business by many central stations. Visits to Baltimore, Brooklyn, and Providence, in the East, would be very instructive and would surely convince you of the possibilities in this branch of the industry.

Three Things to Do in Organizing a Central-Station Lamp Section

1. Employ a buyer familiar with purchasing portable lamps. Preferably a woman.

2. Merchandise *high-grade* lamps only. Central stations can't afford to sell the very cheapest lines. $10 to $50 price range for 80 per cent of stock.

3. Send the lamp buyer to the furniture markets twice a year to study developments.

"The advertising value of from six to ten salesmen, driving about town and stopping in different neighborhoods, each with an electric washing machine and your name on his car, can hardly be overestimated."

Reducing Sales Resistance

The Sales Manager of a Successful Electric Shop Tells How He Merchandises Major Appliances at a Profit

By H. T. TIMBERLAKE
Sales Manager Bluebird Electric Shop
Tacoma, Wash.

ALTHOUGH in our shop we feature one electric washer, we also carry practically all the other types. The reason for this is that in our selling experience we have found that sales resistance is greatly lessened by selling the woman prospect the same kind of a machine her neighbor owns—and greatly increased by trying to sell her another type of machine. In fact, one of our selling principles is that if a customer has her mind made up for a certain make of machine, we either give her what she wants or let someone else handle the business. High-pressure salesmanship, which we take to mean selling an article to someone who doesn't want it, is not a paying proposition.

Handling a number of makes of washers has other advantages and as our store location is good there is a certain amount of shopping business. Selling appliances, however, is more than having the stock and having the location. There is always the question of finding the prospect and closing the sale and this is dependent on the personnel of the organization.

The first, and most important, thing in any electrical shop is that the owner or dealer himself must be sold 100 per cent on the merchandising of major appliances. He must believe in the business and must exert every effort toward working in harmony with the salesmanager and crew. If small differences are continually arising between the owner and the sales department, the situation will sooner or later demoralize the sales crew.

Dealer Must Co-operate with Own Salesmen

This backing and co-operation are particularly important where the salesmen are working strictly on a commission basis. If a salesman is not satisfied, or feels that he is being held up or hindered in little ways, most of his time will be spent in discussing these things with the other salesmen. The result will be first, a drop in sales volume, and the next thing you know, your best salesman will leave you.

It is possible by a lack of co-operation to annul the efforts of the best of salesmen. For instance, if a washer is delivered which is not in perfect condition and the salesman when he calls to demonstrate, finds grease leaking out of the machine, the detachable plug of the cord missing, or the drain cock out of order, the demonstration is held up until the salesman makes a trip to the office or waits for someone to bring the missing parts out.

This means that the housewife is delayed in her duties and that her opinion of the washing machine is bound to drop a trifle. Such small annoyances as this cause the salesman to become discouraged and gives him a good excuse for failing to close a sale.

Next in importance to the owner is the salesmanager. There should be someone in the organization who spends most of his time hiring men

and teaching them to sell, so that they can talk intelligently on any appliance.

Training Salesmen One at a Time More Effective

Experience has shown that the training of salesmen is more effective when they are taken one at a time. If an attempt is made to train a number at once, you will find that while spending time in the field teaching one man to canvass, you may lose the best man in the lot. Start one at a time, and when the first man begins to produce, look for another. In this way, you soon will have a good sales crew.

When we hire a man, I spend about three or four days on the sales floor selling him on our line of appliances. After I have sold him, I have him sell and resell me until he can really talk in a way to hold the prospect's attention. When we have reached this point, I go out into the field with him and we make a house-to-house convass of some neighborhood. I do the talking at the first few houses, and then I have him take the lead.

In this way, it is possible to check his weak point between each house and to point out to him the different weaknesses and mistakes he registered at the last interview.

After several days of convassing, the salesmanager should be able to determine whether the new man has the making of a salesman or not. If you find that he has not, tell him so, as you will be wasting both your time and his to go further, as well as robbing another man of the opportunity.

Selecting Salesmen with Cars

We try to get men with cars. If they have an automobile, we have racks built on in the rear, enabling a man to carry a washer on his car at all times. A banner is also furnished, bearing the firm's name and that of the washing machine we are featuring at the time. Thousands of people see these washing machines and read the banners.

Every time the public sees a washing machine on the back of a car, they think someone has bought it and it is being delivered. Unconsciously they are bound to think about the washer. If they see your particular washer and your name more frequently than any other, they think, "Well, it must be the best, as everyone seems to be buying that kind." At least, when they come to buy, they buy from you.

Handling Salesmen

The advertising value of from six to ten salesmen, driving about town and stopping in different neighborhoods, each with an electric washing machine and your name on his car can hardly be overestimated.

We have a sales meeting once a week from 7:30 to 10:30 in the evening, when everything which happens from one meeting to the next is discussed in public. We try to have a factory representative from each factory give the salesmen talks and demonstrations of their particular line.

This is an aid toward keeping up interest in the meetings and bringing in new ideas. We have the salesmen sell the different appliances to each other and find all the weak points that exist among the men. A good get-together meeting about every sixty days with a good feed, will go a long way toward holding an organization together and building up good fellowship among men.

We pay twenty per cent commission on washer sales, and twenty per cent on vacuum cleaner sales. The salesmanager has an over-ride of five per cent on all appliances sold, leaving fifteen per cent for the salesman. On ranges, this is ten per cent.

Commissions Paid Weekly

When $10 is paid down on a washing machine or range, the sale is then investigated by the office and if accepted, commissions are then payable each week. When a salesman sells a $165 washer, for instance, he receives 15 per cent, or $24.75, less one fifth or $4.95, which is held for a reserve. The reserve is built up from all sales made, until the salesman has $150 accumulated. This reserve takes care of rebates—and also helps to keep salesmen.

If a sale reverts, the salesman is charged back with the commissions, less 15 per cent of what was paid in.

If the salesman resigns and has a $150 reserve, he is paid back 20 per cent of this sum for five months. This means that by the time he draws his last reserve, all of his sales are five months old and that any machine likely to revert would have already done so.

Eight Suggestions for Successful Washer Selling

from a successful washer sales manager

1. Keep good advertising before the public at all times.

2. Select good equipment to sell that will do the work and that will require little servicing. We handle all types of washers, but we feature one.

3. See to it that the installation is satisfactory. Test equipment before leaving to see that it works. If the buyer cannot cook her first meal satisfactorily on the new electric range, she will start off with dissatisfaction.

4. Service calls should be made promptly and each call completed before dismissing the case.

5. Get the washer into the home—the rest is easy. When a demonstration has been arranged for, send a salesman with the delivery truck. This insures its not being turned back at the door and also gives a chance for an immediate sales talk. If you leave it, another salesman from a different company may see the delivery and call before you do in the morning.

6. The more a buyer pays down, the less chance there is for the machine to revert. If a buyer becomes delinquent, it is good policy to bring in the machine, after trying to collect. Most such accounts are worthless—do not allow the machine to depreciate in value further.

7. It is easier to sell a woman the same kind of a machine her neighbor has—she has already been sold on its virtues. If she has her mind made up to buy a given make of machine, either give her what she wants or let someone else handle the business. High pressure salesmanship which means selling an article to someone who does not want it does not pay.

8. Start the housewife wanting a washer—and she will take care of the sale herself.

$3,600 Appliance Sales from Survey Costing $74

How an Appliance Dealer in Troy, N. Y., Trained Women "Investigators" to Interview Housewives—Produced 592 Completed Cards to 604 Calls—Cooperated with Local Lighting Company

THE "appliance survey" method of obtaining electrical equipment information from householders, for the purpose of stimulating and directing the efforts of outside salesmen, is, as a rule, favorably looked upon by electrical appliance dealers. The common practice is to employ women who go from house to house asking questions about the electrical equipment of each home and who write the answers on a special "survey card" provided for the purpose. These cards are reviewed by the appliance sales manager. The likely ones are segregated and constitute the basis of an excellent "prospect" list for the salesmen to follow up.

A System That Produces Prospects

That this system will produce real prospects—quickly, in quantities and at a comparatively low rate per prospect, has been demonstrated many times. A recent example is that of the Twin City Electric Company, 114 Fourth Street, Troy, N. Y. This company employed women investigators who individually averaged 150 complete surveys a week. Twenty-four per cent of these surveys developed prospects for one or more electrical appliances. Each investigator received a salary of fifteen dollars a week. This salary was paid by the salesman in whose territory the woman operated. This salesman received, of course, the live leads from the cards the woman turned in and followed them up. That this paid the salesman is shown by the fact that each salesman working with these prospects developed by the survey closed from three to four washing machine contracts a week.

Now the *vital facts* that the salesman must know if he is to pick out the genuinely interested prospects from his batch of cards are not so readily obtained as would at first appear. The average housewife, for example, will not sit down in the midst of her domestic duties and tell some stranger all about the electrical equipment of her home. To begin with, she is naturally a bit suspicious. She wants to know what it is "all about." She fears some ulterior motive. "What are you going to do with this information?" she inquiries. The woman canvasser must give the housewife, therefore, some sort of a logical reason as to *why* she wants all this intimate information. In other words the solicitor must first gain the *confidence* of the person who answers the bell.

The Twin City Electric Company, by developing a method that supplied this reason why obtained a total of 592 completely filled out survey cards from 604 calls. Prospects were piled up at such a rapid rate that this concern was obliged to call off the investigators after the plan had been in operation five weeks. This was necessary in order to give its salesmen a chance to catch up with the accumulation of live leads that resulted. The Twin City company reasoned that most women are very much concerned over the size of their lighting bills and, therefore, used the ever effective selfish appeal to obtain the information desired. Its women "investigators" were instructed in the art of starting with the lighting bill subject and ending with the complete electrical survey written on the card.

How Trained "Investigators" Operate

Let's tell the story in the words of P. J. O'Hara, appliance sales manager:

"Our women investigators were thoroughly trained before they went out on this mission," he says. Their instructions covered every detail of the task before them: how to hold the survey card when entering the replies so that the lady-of-the-house would find it a difficult matter to read the questions in advance; when to smile; the right kind of inflection to put into the voice—and so forth. This was all very important for the slightest slip would mar the impression of genuine interest the investi-

Wired Yes — Not Wired

Name Lent, George — Address 123 1st St — City Wat

Telephone: 590J — House Owner H B Gaffers

What is average Electric Bill Per Month $ 2.00 — Think it high? Yes

How many lights and outlets in house? 18 — Bell Transformers? Yes

Do they use Mazada Bulbs or Carbon Lamps? Maz — Radio installed? Ravin 5 Tube Good

How many in Family? 10 — Adults? 3 — Children? 7

HOW MANY OF THE FOLLOWING APPLIANCES ARE IN USE?

	MAKE	AGE		MAKE	AGE
Washing Machine			Collar Motors		
Ironing Machine			Fans		
Dishwasher			Generating Sets		
Electric Iron	H/P	7 Yrs	Electric Toys		
Toaster	H/P	7 Yrs	Boudoir Lamps		
Percolator			Floor Lamps		
Grill Pads	H/P	7 Yrs	Vacuum Cleaner		7 Yrs
Waffle Iron			Battery Chargers		
Heaters			2 Table Lamps	1 1Lt 1 2Lt	12 Yrs
Curling Iron	Flapper	6 Mos.	Vibrators		

Are any of the above appliances out of order or repair? Vac Noisy Elec Wiring Very Poor

Are you considering the addition of any appliances? See other side

Do you want any information on appliances mailed to you? Information on DR Fixture

This appliance survey card purposely has no title and is printed in small size (six point) type so the housewife will not be able to read the questions on it. She must answer them as put to her by the "investigator" if she wants to know what it is all about. Supplementary information is jotted down on the back.

gator was attempting to produce, and thus arouse suspicion in the mind of the woman at the door.

"It was not necessary for our survey canvassers to enter the home in order to obtain the information they were seeking. After the purpose of the visit had been explained, however, a few questions asked, and answered, the housewife would frequently ask our representative in. Sometimes she would desire our employee to look at an electrical appliance that was not working properly or together they would count the number of outlets in the house.

"Here is the first part of a typical conversation which would take place when the housewife answered the bell:

" 'Good morning, Mrs. Neil. I am making a survey in this neighborhood for the purpose of improving local electrical conditions — would you be so kind as to tell me the amount of your average monthly lighting bill?' the canvasser would say in a matter-of-fact tone of voice.

Create Impression the Survey Is Routine Matter

"Observe that our representative plunged right into the subject without any preliminaries. There's a reason for this. The idea is to create the impression, right at the start, that this survey is a routine matter—the same as, for example, the reading of the electric meter. Now nearly everybody has had a feeling, at some time or other, that his or her lighting bill was too high.

Mrs. Neil is, therefore, apt to be at once interested but will probably ask—'Who are you?' or 'what company do you represent?' Now it happens that my company has the agency for one of the large and well known manufacturers of electrical supplies. For this reason we secured permission to use this name for this survey. Our canvasser would say, therefore, 'I represent the Blank Electric Company,' and immediately continue, 'have your lighting bills been satisfactory of late, Mrs. Neil?'

If the reply was of a negative nature—and it usually was—she then obtained the average amount of Mrs. Neil's lighting bills for the last three months. Our women were told that they must be sure to enter all information of this nature and to do so in such a manner that the housewife would not only see that the entry had been made but would get the impression that the canvasser was very much interested.

"Our representative now quickly passes from one question to the next but does *not* ask them in the order in which they are on the card.

The Psychology of the System and How It Works

"Like the able lawyer examining a hostile witness, the entire psychology of the system is to keep the real things that we are looking for in the background and to work them into the picture, one at a time, interspersed with questions of a personal or more interesting nature. Thus there are questions about the size of her family, does she have a bell transformer or use dry cells and has she a curling iron?

"The first few questions are, as I have stated, about her family. How many children? How many adults? Then we ask what kind of incandescent bulbs are used—our women are taught the difference between types of lamps and help the housewife determine the correct answer whenever necessary.

"At about this point comes the first question about an appliance of any kind.

" 'Has she an electric flat iron?' The answer is generally 'Yes.' Good —we want this answer because the idea is to create the impression that we are not selling anything and this answer permits our representative to make a brief notation and continue to the next question. After a few more questions of a similar nature she is asked how she does her washing. The answer is very casually noted. After two or three more questions, designed to strengthen this impression of genuine interest in her electrical problems, the canvasser asks about her vacuum cleaner or some other question concerning the washer, that she didn't get before.

"Perhaps at this point the lady will say 'What are you going to do with all this information?' Our representative is instructed to say 'This will all be tabulated and a general study of electrical conditions in this part of town will then be made —if you desire further details, Mrs. Neil, I will be very glad to give them to you after I have filled in this card.' If the housewife continues to ask questions our representative is instructed to repeat in a gentle, but firm manner, the formula 'I am coming to that in a few minutes, Mrs. Neil' or 'I'll answer that just as soon as I am through.' This makes it necessary for Mrs. Neil to answer the rest of the questions if she wants to satisfy her curiosity and keeps the conversation from getting away from the subject at hand."

How the Salesman Used This Information

The value of a properly designed and filled in survey card is that it gives the salesman pertinent information about his prospect that he would not otherwise obtain. This information not only enables him to pick the worthwhile housewives on which to center his efforts but is of invaluable assistance when he makes his first call. If a card states that Mrs. So-and-So has a cleaner that is old or not working or if Mrs. Somebodyelse is interested in an electric washing machine, then the problem is a simple one. The salesman rings the bell and states that he is "advertising" the Twin City Electric Company. That this concern, being somewhat new in the city, is offering a special repair service or special terms on appliances for a limited time. Fifty per cent of the repair jobs result in a moderate allowance for the old appliance and in the sale of a new one —according to Mr. O'Hara.

The selling process, once an entrance has been gained, is much the same as that used on a straight "cold turkey" canvass. The point is that this extra, and specific, information which the salesman, unknown to the prospect, possesses and the source of which he does not divulge, gives him a flying start, an advantage estimated by Mr. O'Hara to increase the salesman's producing capacity by 30 per cent.

What It Costs to Obtain 135 Live Prospects

TO PRINT two thousand "survey cards" cost $14. It took two women, at $15 a week apiece, two weeks to fill in the answers on the 592 cards.

This batch yielded 135 live prospects at a total cost of $74 or 54 cents per prospect.

Up to the time this article was written the salesmen who followed up these leads had written a total of $3,600 worth of electrical appliance business from them.

The Valley Electrical Supply Company of Fresno, Calif., selling lamps in successful house-to-house campaign.

7,705 Calls Sell 3,778 Lamps

IT IS NOT usually thought profitable to send a man into the residence district to sell lamps by the door-to-door method. This was done by the Valley Electrical Supply Company of Fresno, California, with such great success, however, that the sale which was originally planned to last three months is to be continued indefinitely. The profits, to be sure, were not reckoned alone on the basis of the lamps which were sold, but careful books were kept on all leads and sales of house-wiring and of other merchandise resulting from these calls, with the result that a very attractive merchandising profit was shown.

87 per Cent of Kitchens Badly Lighted

The lamp particularly featured in the approach was the new 100-watt white Mazda lamp, which was offered as a first-aid measure in solving the problem of kitchen lighting. It had been found by a survey that while 87 per cent of the kitchens in Fresno were equipped with a ceiling flange and flat or cone reflector wall switch and one or more convenience outlets, they were nevertheless inadequately lighted, owing to the selection of too low-powered a lamp. The importance of the kitchen as the housewife's work-room makes it an easy point of approach and with better light once introduced, the sale of a more adequate lighting unit follows later with reduced sales resistance.

Two salesmen handled this work, making use of a light delivery truck which was especially outfitted to meet the requirements. A framed poster graced each side of the machine with picture and legend reading "The New Kitchen Lamp." In addition to samples of this article, sixteen other sizes and types of lamps were carried, including colored lamps for decorative use in the home. These were transported in a small kit which resembled a small fibre suitcase in shape and appearance, but which within was wired with sockets and was provided with a cord for attachment to any outlet. This was so arranged that any lamp could be lighted at will to show contrasts. If the customer wished to purchase any of these lamps, she was given the lamp direct from the case, which was then refilled.

Over 3,000 Lamps Sold in Three Months

For this purpose a complete stock of lamps was carried in the body of the truck from which any demands might be met. During the three months' sale, 3,778 lamps were sold, of which about 3,000 were the 100-watt Mazdas.

Some Figures of the Campaign

DURING the first three months, calls were made on 7,705 houses. Of these, the salesmen were permitted to demonstrate the lamp in 3,143 homes, and 1,987 sales were made. An average of two lamps was sold to each home.

A large quantity of these lamps was also sold over the counter as a result of the campaign, and amounted to twenty per cent of the house-to-house sales.

The basis of the salesmen's approach was the introduction of a new lamp designed to meet the needs of the kitchen. This and the fact that they represented a well-known and reputable firm brought them admission in 50 per cent of the homes visited. The demonstration took only a few minutes. Sales were made to 50 per cent of the homes in which demonstrations were permitted. A tag was made out for every call made on which all pertinent data were noted for future reference.

Average of Two Lamps Sold to Each Home

During the first three months, calls were made on 7,705 houses. Of these, the salesmen were permitted to demonstrate the lamp in 3,143 homes and in these 1,987 sales were made. An average of two lamps was sold to each home. In addition to these sales, a very large number of sales of the 100-watt lamp were made over the counter, the figure actually amounting to 20 per cent of all sold in the house-to-house canvass. Other dealers throughout the city reported also a greatly increased demand for this lamp. It is assumed that these sales were made either to housewives who witnessed the demonstration but who were not convinced at the time or from those housewives who were not at home when the call was made but who were later sold by their neighbors "over the back fence."

It is impossible to estimate the number of electric irons, toasters, grills, fireless cookers, percolators and other appliances which were sold as a result of this campaign, for the reason that most of these purchases were made at the store itself by those who came in at the salesman's invitation but who did not necessarily mention this fact. A cordial invitation was given each housewife to visit the store and to examine some one of the featured displays. Special mention was made of the company's service department and considerable value should be credited to the good will brought about by the personal contact established with each household visited.

Stimulated Appliance, Fixture and Wiring Sales

The 100-watt white lamp was sold at fifty-five cents, which was paid in cash by 83 per cent of the purchasers. Customers were allowed to have the bill charged on request.

In estimating the returns from the campaign, all elements were included. From the sale of the lamps alone, the canvass would not have been justified. That is to say, the actual expense of the canvass was $200 greater than the profit from lamps sold at the house door. In addition, a profit of $105 was made on white lamps sold over the counter which should be credited against the cost of the campaign. Sales of fixtures, appliances, convenience outlets and wiring jobs definitely traceable to the calls made during this campaign bring the figure up to a satisfactory dealer's profit for the event. The element of good will and the effect on stimulating future sales it is impossible to estimate.

The advantages from the power company's standpoint should not be overlooked. It is figured that each of the kitchen lamps installed added fifty watts to the household usage, which would result in an additional revenue to the power company of $3.75 per year. With 3,144 white lamps sold, this amounts to $11,790 increase in lighting revenue to the power company during the coming year.

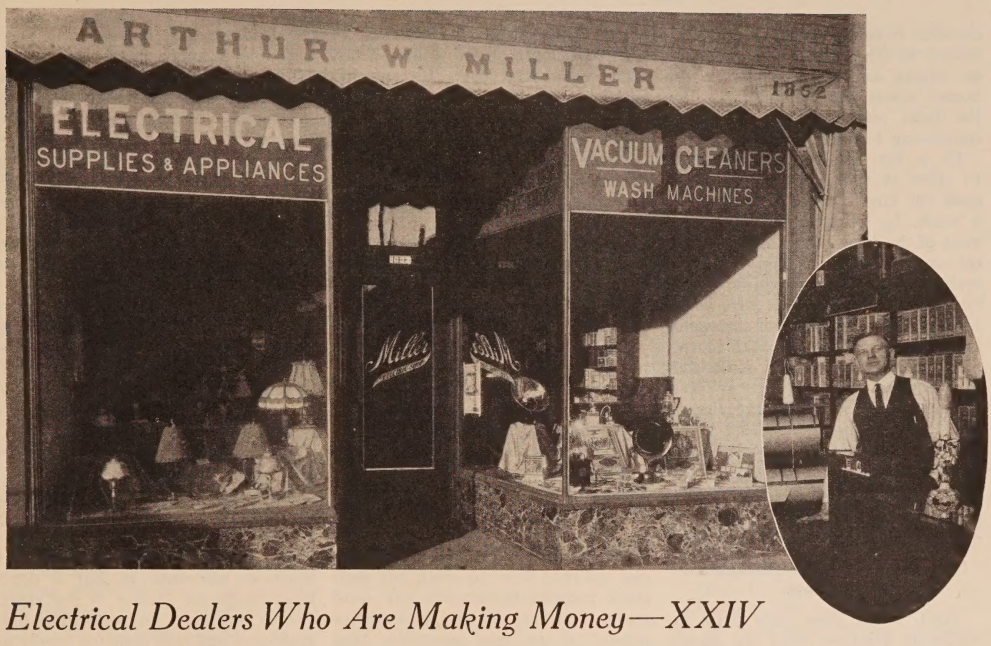
An Electric Appliance Exhibit in Mexico City

A view of the Distributors' Exhibition in the Electrical Show which recently took place in Mexico City. The show was housed in one of the most beautiful government buildings in Mexico City. Many American appliances were exhibited.

Estimates as They Are Made!

Here is an estimate made by a competent estimator using the "43.3 per cent on labor" (see *Electrical Merchandising* for July, 1925), and following it is the same estimate after the head of the firm gets through with it,—as outlined by Charles L. Eidlitz before the New York Electrical Board of Trade:

Materials, actual net cost	$5,000
Labor—2,000 hrs. Journeyman at $1.88	3,760
Labor—2,000 hrs. Helper at $1.25	2,500
Actual cost	$11,260
Profit 10 per cent	1,126
Submit estimate	**$12,386**
Estimate as presented to employer and what he does to it	$12,386
Less what can be done to specifications without discovery	1,000
	$11,386
Less effect of volume on year's business	800
	$10,586
Less part of profit on expected extras	1,000
	$9,586
Less advertising value of having this particular job	500
	$9,086
Less saving made by discharge of estimator as unnecessary	450
	$8,636
Less deduction so as to take no chances of losing job	500
Estimate submitted	**$8,136**



Electrical Dealers Who Are Making Money—XXIV

How Miller Makes His Neighborhood Electric Shop Pay

By ERNEST BUTT

NOT all contractor-dealers can build a volume of business that runs into six figures. But even a small volume can be made to pay a good profit if the management is careful and conservative, and proper principles of pricing and estimating are followed.

An excellent example of a small business paying a good profit through good management is the contracting and retail-appliance business of Arthur W. Miller whose electric shop is an institution in one of Chicago's older neighborhoods.

The Miller Electric Shop does a gross business of approximately $25,000 a year, with a payroll of $6,500, rent of $1,000, and an advertising appropriation of $500, and on this volume, so well is the business run, that Mr. Miller has been able to erect a two-story flat building, the ground floor of which houses his shop, and practically to pay for it in the space of six years.

Now what are the elements that make for this showing? In the first place, the store is situated in an old, established neighborhood on the southwest side of Chicago, at 1852 W. Thirty-fifth Street. This is about six miles from the downtown district. Its customers are old residents and many homes in this neighborhood have been built by the grandfathers of the present occupants.

Little Transient Trade

Miller has little, if any, transient trade. Pretty nearly all of it can be classed as "neighborhood business." The people know the man, believe in him, and trust him. He is wide awake in the affairs of his community, is an official of the Business Men's Association, and is an active church worker.

"Family trade," so called, is the backbone of any neighborhood business or community undertaking. That's obvious. In Miller's case, all the kids are potential customers for radio equipment; mother buys her appliances there; dad gets his bell batteries, a lamp socket, wire, etc., for the Saturday afternoon odd job; grandma pops in for a lamp to put on her sewing table, and so on. It's a steady stream of business with little seasonal fluctuation.

Second, Miller has no competition to speak of. He serves a square mile of territory without another electric shop in it. Hardware stores nearby carry electrical appliances, but their business in those staples is negligible.

Third, he does no outside selling —with its high selling expense and credit losses. Every sale of electrical merchandise is made right in the store, with one exception: some mer-

chandise is sold outside on leads furnished by the electricians engaged on wiring and fixture jobs in the homes about the community. But the total compared to gross merchandising business is small.

He is his own inside sales force. In spite of the fact that he stays open till nine o'clock four evenings a week, he keeps inside the store most of the time, doing his own clerical work and estimating, and generally supervising everything. When business warrants it, his wife helps. Living above the store, her assistance is handy when needed. Of course, his time is figured as part of the selling expense. So is that of Mrs. Miller. But the advantage lies in that expense being credited right back into the family pocket-book. Accountants will deplore this as unorthodox and a step toward financial chaos, but the fact remains that the Miller family pockets the proceeds.

Handles Very Little Installment Business

Then, Miller does very little installment business, with the accent on the "very." What little he does is on appliances sold to him by the light and power company on a dividend-coupon redemption arrangement.

By this means, the financial load is shifted to the company, who replaces the merchandise in Miller's stock and adds the list price of the article, in monthly installments, to the customer's light bill. Thus, Miller carries no load. He sells his article and pockets his profit at once. At rare intervals, where a large appliance is sold on the extended payment plan, the load is carried by the manufacturer. But, as a general rule, Miller's customers are cash buyers.

On the other hand, Miller pays cash for everything but the exceptions mentioned. He takes advantage, religiously, of cash discounts. And these two and five per cents are part of the answer why he is making money. Figure out sometime the increment on a thousand dollars lent for ten days at two per cent. Multiply the answer by ten, approximately a year's cash discount saving. You'll be surprised.

Everything is sold at list price, one price to everybody. Price tags, in plain sight, embellish every article on display. There are no special cut-rate sales to clean out dead stock because there isn't any dead stock. Miller is a conservative buyer, taking only quantities that will turn over quickly. Consequently, he never gets stuck.

Repairs All Merchandise Purchased at Store

Trade-ins form no part of the Miller sales policy. What is sold is sold at face value.

One policy that has paid steady dividends is that of repairing merchandise purchased at the store. Miller even goes further than the manufacturer's guarantee by keeping merchandise he has sold in tip-top condition long after the guarantee has lapsed. Of course, a regular charge is made for replacing a breakage; but, as a rule, the goods are kept in working condition as long as they hold together. Thus, bread cast upon the waters returns in the shape of good will.

About 60 per cent of Miller's gross business is contracting, meaning about $15,000 a year. He employs two men practically the year round, wiring and hanging fixtures in the old and new homes of the neighborhood.

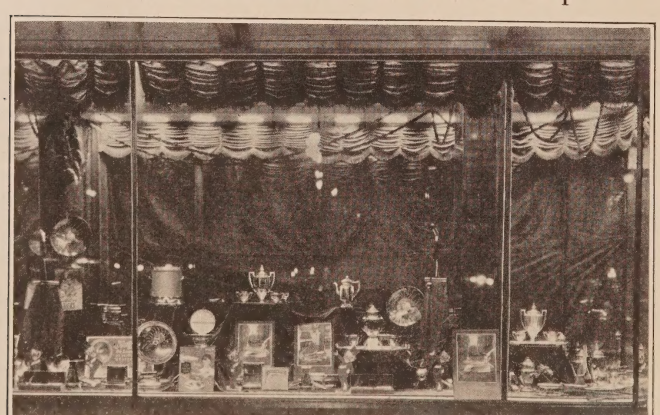
He recently entered the radio field, feeling his way with a few sets, batteries, loud speakers, tubes, etc. "I just want to try it out," Miller stated. "Of course I'll service everything, and I'll increase the stock if business warrants it, but I don't want to go too strong at the start. People out here are somewhat old-fashioned and take none too kindly to innovations. But, I'll do anything to satisfy my people."

The Miller method of publicity is simple. He advertises in two papers, the sheet published by the Neighborhood Business Men's Association and the community weekly. But his ad appears in *every issue* of these publications, meaning sixty-four insertions of his story in the course of a year. Then he advertises in every church and lodge program in his community. Approximately $500 a year is spent in this manner.

The story of the success of the Miller Electric Shop can be summarized in two words: personal contact. Mr. Miller is a mixer in every sense of that small word. Nothing goes on in the neighborhood of which he isn't part and parcel. The folks in the community like him and believe in him and what he sells. He is one of them, taking a place in their daily activities, be it a church bazaar, a wake, or a wedding. "I let no opportunity for business get by me," he said. "I meet the folks hereabout socially, and they instinctively come to me when they want something that I can supply.

Although Miller's merchandise business totals only approximately $10,000 a year, he turns his stock six times in that period. He has only a small shop as shops go (it is 25x50), but his $1,500 stock is tastefully arranged, clean, and well-kept.

"ZCMI," the Official Mormon Electric Shop



A window display in the electrical department of Zion's Co-operative Mercantile Institution at Salt Lake City, one of the first places in Utah to sell electrical appliances. This great store, known far and near as "ZCMI," is of course, the largest and oldest of Utah's retail establishments, having been founded at the time when goods had to be hauled by ox teams from the Missouri River and the journey took from three to six months.

Electrical sales by ZCMI last year showed an increase of 30 per cent over those for the year before. Electric ranges are an important feature of the stock carried. A wholesale business is also conducted for the outlying districts. Electrical sales are in charge of L. Wright.

What the Industry Thinks of Inspectors

Now an Unorganized Police Force but Potentially a Great Factor in Constructive Progress—Definite Steps Suggested to Bring Inspectors and Industry Together

By EARL E. WHITEHORNE*
Contributing Editor, *Electrical Merchandising*

EVERY prominent official of one of the electrical inspectors' associations has frankly asked this question. What does the electrical industry think of the electrical inspector? I am going to answer in the same frank spirit and set down plainly what I find to be the feeling among electrical men. In a word, the electrical industry does not think about the electrical inspector at all. It looks upon the inspector as something quite apart from the electrical industry. And it regards this great body of men in the light of an unorganized police force, that undoubtedly contributes to safety in the use of electricity, but, instead of keeping order, promotes disorder because it is unorganized. But electrical men who have considered the subject at all from the national and industry standpoint believe that the inspector could be made a great constructive influence for progress, and they are disappointed because he is not.

There is no question as to the industry's need of inspectors. All men recognize the vital importance of having an established code to guide the installation of electrical wiring equipment. Therefore, there must be an inspection service to insure the observance of the code. But the electrical men believe that this inspection service should be an active, co-ordinated function of the electrical industry, that the inspector should be something more than a policeman.

Purposes of Inspection

In my opinion the fault lies not in either the intent or the ability of the inspector. No man can criticise the sincerity of these men or their capacity for work. Rather the trouble comes from too limited an objective, too narrow a vision of the purposes of inspection. For both the inspector and the electrical industry have overlooked the fact that there are two very fundamental reasons both for a code and for inspection.

Economic Influence

The prevailing belief is that the sole job of the inspector is to make wiring installations safe. Of course this was the first idea. That is why the fire underwriters first organized an inspection service. These men were told to prevent fire hazards, and they have done a faithful job, as thorough a job as they were able to, in keeping the code safe. But prevention being their responsibility they have naturally leaned over backward and too far, and taken an attitude of prohibition, so that electrical men have come to feel that development and progress in the code can only be achieved through overcoming the opposition of the insurance interests and the inspectors. And being so closely focused on this work of making electrical installations safe, the inspectors have almost entirely overlooked the fact that they have another responsibility of no whit less importance—to make electric installations economical.

"INSPECTORS, in their earnest pursuit of safety, have forgotten the economic responsibility that rests upon them. They have not taken any active part in helping to keep the manufacture, distribution, and installation of electrical products simple as well as safe, from the national and industry viewpoint. And yet I believe that the inspector might have been and may still make himself an outstanding leader in this constructive work."

There is just as great an economic value in a code and inspection service as in its value for the promotion of safety. The economic value of a code and inspection service comes through its influence for the standardization of manufactured products and reduces the amount of duplication and the excess varieties of types and sizes that must be manufactured, distributed, stocked and sold. This means, of course, production in larger quantities and at lower costs. It also means convenience to the public because any lamp will fit any socket and because an appliance may be taken from one house to another and used. It means that men who buy material when they place an order know what they are going to get. It makes it possible for men who install wiring to use material from many sources on the same job, because every manufacturer's product is not dissimilar from every other make. And without a large measure of such standardization the great development of the electrical industry would not have been possible.

Responsibility for Saving

But the inspectors, in their earnest pursuit of safety, have forgotten this economic responsibility that rests upon them. They have not taken any active part in helping to keep the manufacture, distribution and installation of electrical products simple as well as safe, from the

*From an address before the Western Association of Electrical Inspectors, Chicago, Jan. 28, 1926.

national and industry viewpoint. And yet I believe that the inspector might have been and may still make himself an outstanding leader in this constructive work.

The great weakness of the inspector today, it seems to me, is this lack of national co-ordination and responsibility. It is perfectly natural that men's opinions should differ as to whether this method of construction or that material is safest. But it is not possible to maintain an orderly and progressive industry if we permit the fundamental regulation of electrical construction to be arranged in each community to suit the local preference and prejudice, any more than you could maintain an orderly federal government and leave the national laws to be adopted and applied as any community might desire.

Costly Confusion

And, furthermore, it is not necessary—for what is safe in Ashtabula is safe in Oklahoma City. True, conditions differ in different kinds of towns, but under given conditions an electric circuit can be constructed the same way in Seattle or Sioux City, Savannah or Syracuse, and be equally secure. And yet today the rules of the electrical inspector may differ with the landscape or the locality. Consider the safety switch, that much-quoted example of inspection inconsistency. It is an iron box inclosing a switch and fuse—same kind of iron, same kind of copper, same kind of electric current, same sort of human being to handle it. Yet in one place to be officially safe the cover must be hinged at the left, while another state requires hinges at the right, while still another insists on top hinges, and a fourth locality forbids all hinges and demands set screws. A prominent jobber told me once that he was compelled to carry in stock six different varieties of one size of safety service entrance switch to meet the inspection requirements of various cities within the territory he serves. Think of the burden of extra stocks that this entails all along the line and the extra jigs and patterns back in the factory and what it costs.

In a word, the result of this present lack of inspection uniformity in the electrical industry causes a considerable degree of economic pandemonium. The inspector has been saving the public millions of dollars through reduced fire loss, but he has been causing the waste of other millions quite as valuable and as savable by lack of simplicity and uniformity in regulations that have resulted in endless duplication and excess varieties of manufactured products. The reason is that whereas the inspector has been taught his responsibility for safety, he has not been charged with his economic responsibility and he has not been interested in it. But he can be interested in it, and when he is he will render a great service to the electrical industry and to the American people and open up a great opportunity for himself.

That, I find, is about what the electrical industry thinks of the electrical inspector, with whom it has as yet had so little in common. But I am not willing to let the subject rest right here with criticism and no suggestions. I am going to tell you what I think you ought to do. If I were king of the electrical inspectors of America, I'll tell you what I think I'd do first thing. I'd call a great convention of inspectors—have them all there in a great hall—in Chicago or New York—and I would lead on the stage a policeman from the nearest corner. I would say to these inspectors: "Look at this man and consider the case of the 'cop'—how he has changed in the public estimation in recent years. There was a time when a policeman's sole idea was to watch for people who were breaking laws. 'Cheese it, the cop!' expressed the prevailing public sentiment. He represented the power of government and worked purely by interference. Then came traffic, and the policeman took his place upon the crossing to help and not to hinder, and presto! the whole public psychology toward the cop has changed—because the spirit of the officer himself changed once he was given something helpful and friendly to do."

Public psychology toward the cop changed when he started to be helpful

What the Industry Asks

No one could ask that electrical inspectors should be any finer type of men than they are now today, or say that they must have higher principles, but the electrical industry does ask this:

First—That they get a new slant on service.

Second—That they become helpful to the public as well as protective.

Third—That they become something more than the watchdog of electric wiring.

Fourth—That they stop being an offshoot of the insurance business or merely a department of municipal government and organize as one of the great functional branches of the electrical industry, with a progressive program and a constructive purpose.

Fifth—That they co-operate with the other branches of the electrical industry to keep order in electrical construction from the national standpoint and assist in developing the art as well as preserving safety.

And again I think you will say, "All right—but how are we to set about it?" Well, I think if I were king of the electrical inspectors in America, I would set up these eight objectives and work for them—and I submit them to you for your consideration:

First—Organize into a national association of electrical inspectors to tie together all groups and built a national consciousness for the inspector and win for yourselves a position of recognized influence and leadership in the electrical industry.

Second—Become a progressive and creative factor in the development of

the code, suggesting improvements whenever the possibility appears, working conspicuously for simplicity, for flexibility and for economy as well as for safety.

Third — Become the organized champion of orderly procedure in the evolution of the code through the approval of new products and the revision of the rules.

Fourth—Get behind the uniform ordinance that has been developed by the Electrical Manufacturers' Council and work for its adoption in all cities as a practical means of securing uniformity of inspection throughout the land. Here is a great economic contribution which the inspector can make to the American people.

Fifth—Work for tolerance and common sense in the interpretation of the code. Make it the consistent national policy of the inspectors that if two rules are applicable the broader should govern, since both are safe. Establish an ideal of helpfulness in inspecting rather than the spirit of prohibition and autocratic authority that is too often encountered.

Sixth—Take leadership in the encouragement of adequacy in wiring installations, by suggesting to the contractors the benefits that come from more satisfying installations. I think that the inspectors should be out-and-out advocates of the "Red Seal" plan and active supporters of the local league in every community.

Can Help Lower Costs

Seventh—Wield a guiding influence to keep down the cost of electrical installations by discovering, developing, and promoting possibilities for economies both in methods and material.

Eighth—Become the recognized authority on electrical safety. The inspector, being neutral, is the one man who can speak of electrical safety with complete acceptance locally. He should promote public confidence in electricity as much by teaching the public to make their wiring installations safe as by policing the work of their electrical industry.

There has been long-continued controversy among electrical men over the procedure that should be followed in admitting new products for use in electric wiring. The issues involved in this whole question involve many technicalities and traditions, and the average man is apt to be a bit bewildered. It seems to me, however, that under it all stand out these four principles to which any fair mind will subscribe:

1. The National Electrical Code and the National Electrical Safety Code, having been established as American standards under the regulation of the American Engineering Standards Committee, are no longer merely the instruments of the fire insurance underwriters nor the property of the electrical manufacturers, the contractors or the inspectors. Their function is neither to defend established products nor yet to restrict or assist new products, but solely to provide and maintain adequate protection for the American public in step with the advancing art.

ELECTRICAL men believe that inspection service should be an active, coordinated function of the electrical industry, that the inspector should be something more than a policeman.

2. The testing of new materials as acceptable in these codes should be from the sole standpoint of determining the fire or casualty hazard involved in their use when the material is installed in accordance with the code.

3. Specifications for such test should deal with the purpose and the methods of the test, but not with the construction of the material, the issue being not its structure, but its safety and dependability in the performance of it function.

4. New materials should be approached, not for the purpose of proving them good or bad, right or wrong, but by an orderly procedure to determine their fitness for admission for use under the code.

If these four principles were clearly understood and universally accepted, there could be little basis for disagreement over new products. Men would naturally withhold judgment until proper tests were made and then abide by the results. And I believe that the inspectors can bring a helpful guidance here. If the electrical inspectors will unite and do these things and render the continuing services that will naturally suggest themselves, nobody will ever have to ask again what the electrical industry thinks of the inspector. The electrical industry will then be very conscious of the influence and importance of the inspector—and so will the American people.

Causes of 808 Electrical Fires in New York City During 1925

Eight hundred and eight fires of reported electrical origin were called to the attention of the committee on electricity N. Y. Board of Fire Underwriters during the year 1925. It was found upon investigation that four hundred and seventy-seven were attributable to electricity and caused an aggregate loss of $190,450.40.

These fires may be classified as follows:

	Fires	Losses
Contacts defective	1	$16,540
Current entering building over metal conduit, etc., to interior ground connection	12	1,420
Fuse, operation igniting adjacent inflammable material	5	50
Fuse operation (neutral of 3 wire branch circuit)	1	.....
Flexible cord, short circuits and grounds	27	3,125
Grounding of conductors in conduit or in contact with other metal work	30	37,080
Grounds; due to moisture	13	151
Heaters, warmers or pads, left in circuit	6	1,010
Lamps: incandescent, ignition of inflammable material	10	1,700
Motion picture film, ignition at machine in booths	1	100
Motion picture film (miniature type machine not in booth)	1	500
Motors, sparks from	22	1,805
Motor and generator windings	54	8,690
Pressing irons left in circuit (91 in 1922), (68 in 1923), (126 in 1924)	136	66,561
Radio receiving equipment, lightning	1	500
Radio receiving equipment, short circuit of leads from storage battery	10	1,195
Services of Illuminating Co., overhead	8	.....
Short circuits, accidental	13	3,665
Short circuits in elevator cables	6	350
Short circuits in sockets	5	150
Splices defective	56	2,300
Transformer insulation breakdowns, in vaults	9	.....
Volatile liquid or fumes	21	8,850
Automobile storage cell short circuit	4	600
Rheostats defective	1	100
Electric curling irons	2	225
Bell ringer short circuits	2	35
Christmas tree wiring short circuits	13	27,500
Electrically operated toy trains short circuits	5	4,500
Radio broadcasting static discharge	1	1,500
		$190,450

Of the total loss as given above, $144,685 is either directly chargeable to improper maintenance of electrical apparatus or to alterations and extensions made without the knowledge or approval of the underwriters, thus leaving $45,765, as representing the loss from equipments which according to our records, were in satisfactory condition at time of inspection. Of this last amount $31,915 is charged to one fire.

Handling the Repair Problem

Simple Form Kept by the Workman Serves for Building and Record

By CARL G. HOWARD

MANY electrical retail stores operating appliance repair departments discover that profits are eaten up by overhead. This condition may be overcome by using a system which requires very little bookkeeping other than which can be handled by the repairman in charge.

In the case of the Fergus Electric Company, Chicago, Ill., this situation was remedied by the installation of the following simple procedures.

It was the former custom for any clerk to take in repairs and write the customer's name on a common slip of paper. This was frequently lost before the article reached the repair department. Often, the article would be placed in some out-of-the-way place and not taken to the repair department. In the meantime, the customer would have returned for the article only to find that it had not been repaired. But one repairman was required to make repairs under these conditions, as many of the customers did not return the second time.

Centralized Records and Responsibility

Under our system, all repair job costs were kept and accounted in the repair department and the complete bill made out by the repairman in charge. This bill was totaled when the repairs were completed so it could be paid when the article was delivered. Previous experience had proved that the bill was generally somewhere in the office, but never ready when the customer called. This caused a delay and often left a bad impression on the customer.

The heart of the new procedure was the job ticket illustrated. This was made up in pad form without duplicate, as only one copy was needed. These forms were kept in the repair department where all articles were received by the repairman. Notations were immediately made as to the repairs wanted. This prevented any misunderstanding when the repairs were made. This feature is a good part of the plan since some of the customers would complain about the bill and state that repairs were made unauthorized.

Agreements as to repairs to be made were noted in the customer's presence; he then signed the ticket.

When working on the article, if we discovered that other repairs were necessary to make a complete job, the customer was called on the phone for consent. This prevented arguments over bills when the article was completed. This one feature did more to increase our repair department business than any other.

The customer's name was written on a tough manila envelope which was tied to the article, and placed in the "repair" bin. The repair ticket was placed in the repair section of a small and accessible index file.

All Time Entries Made by Repair Men

During the process of repairing, each repairman's time was entered on the ticket, in the labor column, also dates, and materials used. To speed up the making of the bill a complete parts price list was kept in the department. The bill was totaled by the repairman in charge and placed in the envelop attached to the article. The appliance when finished was placed in the "repaired" bin.

A large, "Repairs Strictly Cash," sign was placed in a prominent location so that customers would expect to pay for the repairs upon receiving the article. Each customer paid his bill at the cashier's window. This kept all money out of the repairman's transactions. The paid bill was returned to the department and placed in the "repaired" section of the file for future reference. Customers in good standing were allowed credit when they requested it. The bills to be charged were entered on a regular charge sheet and sent to the office for billing, while the job ticket was marked "charged" and placed in the "repaired" file section. By keeping the repair tickets in file, many a complaint was settled after the article left the shop.

Stock of Appliance Parts Speeds Up Repairs

A good stock of fan, cleaner, iron, washing machine, small motor, and other appliance parts were kept on hand to speed up the completing of the repairs. This soon built up a reputation for us, since almost anything could be repaired at once without waiting for parts.

If, after repairs to the article had been completed, the owner did not call within three days he was notified by phone or mail, or the article was delivered by our truck. This built up good will with the customers as it saved them the trouble of calling.

I believe that if some of the shops now having trouble along this line, will adopt this system and these policies, they will notice an increase in their volume of business and create additional satisfied customers.

THE FERGUS ELECTRIC CO. APPLIANCE REPAIR DEPT. No. 3

NAME James Brown DATE 7-16-23

ADDRESS 72 Texas Place PHONE Main 7436

APPLIANCE Vacuum cleaner SERIAL NO. 438796

PARTS SHORT Belt Will Call — Deliver yes

PUR. DATE REC'D BY

REPAIR AS FOLLOWS: Clean, repairs and parts as needed

Signed J. Morgan

Quan.	DESCRIPTION	Resale Each	Resale	Labor			
1	Belt	.12	12	C.H.F.	7/16		1/2
2	Felt brush bearings	.10	20	C.P.	7/17		1/2
25'	Extension cord	.04	1 00	W.D.	7/17		1/2
1½	his labor	2.00	3 00				
	total		$ 4 32				1½ hrs.

REMARKS: Cord worn beyond use, felt brush bearings worn, motor dirty, brushes loose and sparking. Overhauled completely

Form 19-2M-3-24

This form used by the Fergus Electric Company, Chicago, Ill., eliminates a great many of the possible delays, misunderstandings, and improper billings, in connection with the repairing of electric devices. It provides for all the information necessary to the efficient handling of any repair job.

Eighteen per Cent More Outlets in Average Job

Results from One Year's Operation of Red Seal Plan in Syracuse, N. Y. How Adequate Wiring Helps to Increase Lamp and Appliance Sales

THE birthday of the first Red Seal license in the United States occurs on March 24, 1926. This is the anniversary of license number one which was issued to the Syracuse Electric League on March 24, 1925. To get a picture of what this year of Red Seal License has produced for the contractors of Syracuse one of the editors of *Electrical Merchandising* interviewed the thirty-one contractor members of the Syracuse Electric League for a first-hand account of their experience and opinion with this activity.

The consensus of opinion was enthusiastically favorable to the Red Seal plan and the work of the Electric League.

There have been forty-three Red Seal Homes wired in Syracuse. Doubtless there would be many more if it had not been for unfavorable labor conditions which have interfered with the construction of numerous buildings. The adoption of Red Seal by a large number of builders and owners is shown in the numerous plans, now being submitted for bids, which embody Red Seal specifications. Another marked result of the Red Seal campaign is the general increase of outlets and switches on all residences now being built. This brings up again a highly important element in checking Red Seal results: the greatly increased number of outlets per job even when full Red Seal specifications are not accepted.

The Syracuse Electric League launched the Red Seal advertising campaign on May 10, 1925, with a full-page advertisement showing the first five Red Seal homes in Syracuse. This ad was titled "Make Yours a Red Seal Home." Since that time a series of ads have carried the picture of each new Red Seal home as completed in an advertisement entitled, "Another Red Seal Home." On this ad goes the name of the builder and the name of the electrical contractor.

"It is comparatively easy to sell the Red Seal plan," says Harvey Smith, secretary of the Syracuse Electric League, center of Red Seal energy and general live wire. "The builder adopts it because it helps him sell his house. With a little salesmanship the owner can be sold the idea."

How to Sell Red Seal

This "little salesmanship" is a specific and most successful sales method of Mr. Smith's. In talking to a home builder, he discusses the furnishing. He arranges the furniture for the owner in a way to provide the greatest comfort and lays out switches and outlets in relation to the daily uses of the family and to provide the greatest convenience. The home builder goes along with him in every step and when he is through the house is up to Red Seal specifications. On one job for instance by this emphasis on wiring for convenient use Smith raised a job from 35 to 52 outlets with the enthusiastic assent of the owner.

Syracuse has not only the first Red Seal license, but the first Red Seal home in the United States. This home having the pledge card A-1 dated April 13, 1925, was wired by Millard S. Wright, an electrical contractor of Syracuse, N. Y.

There were installed in this home twenty-eight ceiling outlets, sixteen bracket outlets, 30 convenience outlets, fourteen single-point switches and seventeen three-way switches.

Since this start there have happened many interesting and profitable instances as recited in the following by Syracuse contractors.

Bids Only Red Seal on Good Houses

One morning, a general contractor called at the shop of C. U. Haverley, an electrical contractor in Syracuse, N. Y., and requested that he bid on a job which was under construction. The plans and specifications revealed the house to be of a very fine type with the best materials used in construction. As is often the case, however, the wiring specifications called for an incomplete electrical installation.

"What this job needs is Red Seal wiring," said Mr. Haverley.

The contractor, having heard of Red Seal, replied, "No, nothing like that. It costs too much, and besides there are plenty of lights allowed in the plans which don't have to be laid out to suit a bunch of electrical contractors."

"Well, sir," replied Mr. Haverley, "as you know, the Red Seal plan makes it possible for the owner to have a correctly-wired house without being the victim of a lot of hard competing electrical contractors and builders. I refuse to bid on this job or any other job of this quality unless the plans are made to meet the Red Seal requirements."

Dumbfounded at the idea of an electrical contractor refusing to bid on a job of his, the contractor went back to see the owner.

In a couple of days, the contrac-

Why Women Want Red Seal Wiring

"THERE is nothing that adds quite so much distinction to fine furniture as to be able to alter its position occasionally.

"A shift of small details in a room, such as lamps, chairs, etc., keeps up interest in the appearance of the home and impresses callers.

"With sufficient outlets, I will be able to shift my furniture at will."

Comment of a Syracuse Housewife

tor returned and said that Haverly might bid on the job according to Red Seal specifications. However, his competitors were not figuring on Red Seal.

Regardless of competitive conditions Mr. Haverley placed his bid, carefully figured to allow sufficient outlets and switches as specified by the Red Seal plan.

In a week's time the owner called and informed Mr. Haverley that his bid was being held, while all others were thrown out requesting that they bid on a Red Seal installation.

"What made you change your mind?" asked Haverley.

"When the bids were opened we found yours to be $98 higher than the next highest bid. Owing to this big difference we figured that Red Seal must amount to something and on further investigation we were satisfied as to its value. Hence the Red Seal specification."

The owner of one house wired by E. W. Norton of Syracuse, N. Y., could not at first be interested in a Red Seal installation. "Too busy" was his excuse.

However his wife did have the time and the Red Seal plan was explained to her. She realized the value of the conveniences offered. After the house had been wired up to the full specification and a Red Seal on the meter board she explained the reason:

"There is nothing that adds quite so much distinction to fine furniture as to be able to alter its position occasionally. A shift of small details in a room, such as lamps, chairs, etc., keeps up an interest in the appearance of home and one's callers leave with the pleasing thought that it is a place which never grows old. With sufficient outlets I will be able to shift my furniture at will."

Survey of the Last Twenty-nine Red Seal Installations in Rochester

Red Seal Number	Light Outlets		Switches		Convenience Outlets	
B. Rochester	Required by Red Seal	Actually Installed	Required by Red Seal	Actually Installed	Required by Red Seal	Actually Installed
B-21	32	41	21	25	27	33
B-22	15	18	15	16	19	19
B-25	15	21	11	16	12	14
B-29	16	21	16	16	18	20
B-30	19	21	16	16	15	15
B-31	22	29	16	20	20	26
B-32	16	22	16	16	17	18
B-34	16	21	14	16	19	19
B-37	16	18	16	16	19	19
B-38	20	22	17	17	20	18
B-41	8	8	7	7	8	8
B-43	25	31	19	19	23	25
B-44	24	32	19	23	21	23
B-45	20	21	17	17	21	23
B-46	19	21	16	16	21	24
B-47	23	24	19	19	22	24
B-48	29	32	21	22	28	25
B-49	24	41	19	21	24	34
B-54	18	31	17	21	21	29
B-55	20	23	18	19	23	24
B-56	17	21	18	18	22	25
B-63	16	21	14	15	12	17
B-64	15	20	13	14	10	12
B-65	21	32	15	26	24	23
B-66	14	19	15	15	16	19
B-67	13	13	12	13	15	15
B-68	15	23	13	30	18	26
B-70	16	23	15	16	13	15
B-71	18	21	16	16	17	18
	542 691		461 523		545 610	
	149 or 27.49 per cent more than required by Red Seal Plan.		Sixty-two or 13.44 per cent more than required by Red Seal Plan.		Sixty-five or 11.92 per cent more than required by Red Seal Plan.	

The Red Seal specifications adopted by the Electric League of Rochester increased by 15 per cent the average number of outlets being installed in high class homes.

So successful has been this Red Seal program that the results of a survey recently made indicates that the Red Seal specifications in a large number of recently built homes have been greatly surpassed.

This survey covers the last twenty Red Seal homes wired in Rochester and shows the effect of this activity. The average increase in outlets and switches is 29 to 46 per cent over the high standard prevailing in Rochester before the adoption of the Red Seal.

Red Seal Proves Big Asset in Selling the House

Continual sales work by C. U. Haverley had their effect on a Syracuse general contractor who builds about twenty-five houses a year. After repeated efforts to get this man to install Red Seal wiring he gave his consent for a Red Seal installation in one of his best houses on the condition that Haverley did not again ask for Red Seal work.

Using the utmost care to avoid mistakes or trouble the wiring was installed. When the building was completed, the photographer was called and a picture taken of the building. The contractor noted this and asked why it was being done. It was explained to him that a picture of the house would appear in the newspaper. The contractor's name as builder and the name of the electrical contractor would be placed in the advertisement run each week by The Syracuse Electric League.

Another general contractor believed that Red Seal was becoming so popular that unless he had his houses wired on the Red Seal plan, he would not be able to sell them so he tried it on one of his better quality buildings.

One day after this particular house was finished and on the market the contractor was at the office of his real estate agent when a lady came in to inquire about the house. Among the various items mentioned was the fact that it was a Red Seal home. The lady asked what Red Seal meant and the agent went into a detailed explanation taking up a large part of the sales talk.

The lady was well pleased and said she was glad that there was at last some way to be sure that a house was correctly and adequately wired. And she bought the house.

Red Seal Is Greatly Approved Wherever Used

The contractor was so well satisfied that he now has Red Seal wiring in all of his better grade homes. An average of the electrical work in the contractor's houses shows that there are 40 per cent more outlets and

switches installed now than before he adopted the Red Seal plan.

Many other instances are related of how a builder is converted to the Red Seal plan by demonstrations of the fact that the public wants better wiring and is willing to pay for it.

Wherever Red Seal has been installed in Syracuse as elsewhere, it is met with the highest approval. Each home wired under the plan is showing a larger number of people its many advantages, operating as a selling focus from which the better wiring idea radiates.

One of the largest realty companies in Syracuse has under way a plan to build a number of certified homes. On each building will be placed a tablet showing that it is of the finest quality that can be built. With each home will be a certificate from every sub-contractor showing that the finest materials were used. The electrical contractor will furnish the buyer with a certificate showing that Red Seal wiring was installed.

Red Seal Sells Appliances

A Red Seal house was wired by G. W. Wood of Syracuse. Care was taken in placing the outlets where they could be used to the greatest advantage. A Duplex outlet was placed in the mantel a little to one side of the center so it would not interfere with a center object on the mantel such as a clock. This resulted in the sale of two small lamps suitable for use on the mantel. This party also bought two table lamps, two boudoir lamps, a floor lamp and a desk lamp. As a result of an outlet under the window in the kitchen, a window exhaust fan was installed

Although the Garrett Electric Company of Syracuse, N. Y., has kept no definite check on the appliance sales from Red Seal installations, they have reason to believe that the additional outlets are responsible for the purchase of numerous appliances. On one of their Red Seal homes the owner asked what he could use a certain outlet for. When he was told that it could be used for a dishwasher he immediately became interested in a dishwasher.

A Red Seal house wired by Kenneth Culver of Syracuse had eight convenience outlets in the living room. One evening when Mr. Culver called on the owner of the house he found all the eight outlets in use connected to new table lamps, bridge lamps, floor lamps, reading lamps, etc. Mr. Culver installs dishwashers in practically all of the Red Seal homes he wires.

It is often possible after the contract has been placed for the contractor to increase the number of outlets. C. U. Haverley obtained a job which called for fifty-nine outlets. He persuaded the owner to install the wiring according to the Red Seal plan, increasing the number of outlets to eighty-eight. On another instance he increased a job from fifty-five to sixty-five outlets, making it a Red Seal installation.

The plans of a job wired by E. W. Norton called for fifty-three outlets. When it was finally decided that he could wire it according to Red Seal specifications seventy-two outlets were installed.

W. A. Miller increased a job from forty-eight outlets to sixty-two outlets by selling the Red Seal plan to the builder.

The Garret Electric Company after receiving a contract sold the Red Seal plan to the owner, increasing the wiring installation from an original figure of $188 to $335.

J. Isaacs installed another Red Seal job by selling eight outlets, increasing the job from fifty-three outlets to sixty-one.

Recently many plans have been submitted for bids on which the electrical specifications have been fully up to the requirement of the Red Seal plan. This shows that a number of builders and architects are learning the meaning of the Red Seal specification and are applying it in laying out plans. For instance, H. Kliman recently wired a house where he found it unnecessary to add any outlets to make it a Red Seal job.

J. M. Wood, L. A. Newman, K. Culver and G. Hamilton have each wired homes of which the specifications were fully up or surpassed the Red Seal requirements, with no increase in the wiring shown on the original plans.

In many cases the wiring of a house can be made Red Seal by adding one or two outlets. J. L. Johnson reports a job made Red Seal by increasing the original plans one outlet. Forty-six outlets made one Red Seal home wired by C. U. Haverley, the plans of which called for forty-five outlets. W. R. Simmons recently increased the number of outlets from 49 to fifty making it a Red Seal job.

The owner of one Red Seal house, wired by Kenneth Culver, was particularly interested in the three-way switches required on the stairway light. Before the job was completed he had fourteen sets of three-way switches installed in various parts of the house.

Nearly every electrical contractor reports a decided increase in the number of outlets installed in all jobs as a result of the Red Seal promotion work. According to C. U. Haverley, a recent check shows that an average of 18 per cent more outlets per job were installed during the year 1925 than in 1924.

The results obtained in Syracuse from this first year of Red Seal promotion shows that aside from the number of Red Seal homes that the desire for more adequate wiring has been awakened.

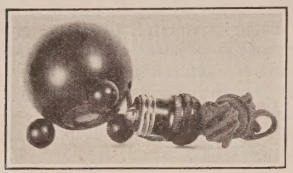
Local Red Seal homes are advertised every week by the Syracuse Electric League, and it has been found that new homes with wiring up to Red Seal specifications sell very quickly.

New Electrical Merchandise

Combined Cigar Lighter and Paper Weight

Electrical Merchandising, March, 1926

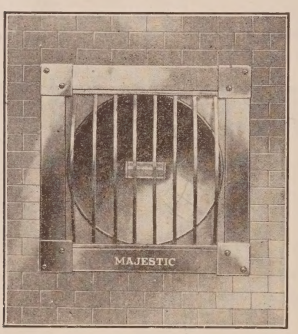
Made from Bakelite in plain red, plain green, and marbleized mahogany is the combination cigar lighter and paper weight manufactured by the Aldrege Company, 81 John Street, New York City. The heating unit on the under side automatically lights when the ball is turned upside down. When the ball is in normal position the unit is invisible and unlighted. This device, which operates from any standard 110 volt lighting socket, either a.c. or d.c., retails for $5.



Wall Type Radiant Heater

Electrical Merchandising, March, 1926

The permanently installed wall type space heater manufactured by the Majestic Electric Development Company, 1705 Allegheny Avenue, Philadelphia, Pa., is specially designed for use in the bath, and to this end is finished in both white enamel and nickel plate. The reflector is of solid copper, and the single heating element, consuming 615 watts, which is guaranteed for one year, is made for use with 110 or 220 volts. List prices are $20 and $25 for the nickel and white enamel styles, respectively.



Porcelain Convenience Outlets

Electrical Merchandising, March, 1926

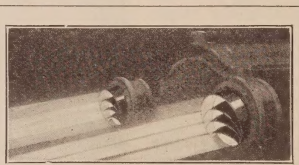
A new line of black porcelain convenient outlets with plain laces has been brought out by Harvey Hubbell, Inc., Bridgeport, Conn. The smooth, highly glazed face of this outlet is slightly recessed to guide the attachment plug cap blades into the T slots, though the face is otherwise unmarked. This new outlet is made in the shallow side wired type, both single and duplex, and is designed to replace the Hubbell outlets of the same general type, but with marked faces.

Cleaner With Many New Features

Electrical Merchandising, March, 1926

The most outstanding of the many new features incorporated in the new "Greater Hoover" No. 700 cleaner is the "positive agitation" which has been secured through changes in the old motor-driven brush. Rigid steel beater bars have been substituted for the soft hair brush, to which fell, formerly, practically the entire burden of dislodging embedded grit. The steel beaters curve around a cylinder, and open up the nap of the carpet, beating loose the embedded dirt. Set straight across the agitator, as the beating unit is now called, are two brushes of soft goat hair. These brushes sweep away the clinging type of dirt, such as thread, lint and hair. The brushes are held in place by spring latches so that they can be removed and replaced when, in time, they become worn.

The machine also incorporates a newly-designed motor and fan. The bag is new in structure and appearance and all metal parts of the machine have polished finish. The cleaner is somewhat lower in height, to permit free use under beds and furniture. The handle is equipped with a pistol grip and has a trigger switch. The cord is rnu through the handle, and a separable plug, which clips into the lower end of the handle, makes the connection between cord and motor. The adjusting screw regulating the nozzle to different thicknesses of carpet locks itself into place even though the operator forgets to do so. A new control shifts the handle from restricted to free position with a mere downward pressure by the foot on the control device. The retail price of the Model 700 Hoover is $75.



Automobile Headlight Reflector

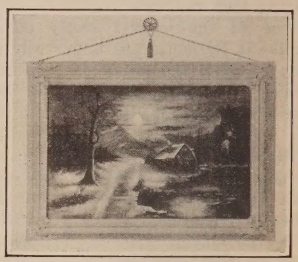
Electrical Merchandising, March, 1926

"Ever-Brite" is the name of a new headlight deflector brought out by the Akron Specialty Manufacturing Company, Akron, Ohio, by means of which dimming of headlights is not required. It consists of four elliptical visors which deflect the headlight rays toward the road, deflecting across the road all the light rays which would otherwise go up. The deflector is easily attached by removing the lens and rim from the headlight and placing it inside the rim where it is held fast by a flange. Fitting as it does in front of the lens, the deflector, the manufacturer points out, does not interfere with any state lens laws. Intended retail price, $3, $3.50 and $4 for set of two.

Picture Wall Light

Electrical Merchandising, March, 1926

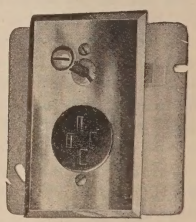
"Moonlight Road" is the title of the picture illustrated which, in appearance, looks like an oil painting, but which is, however, a wall lamp, providing a soft, transparent light. The picture, of which there are 150 different pictorial numbers, is hand-painted "Crystalline" and is known as the "Velvo Glace Wallight Lamp." It may be had in different sizes, from 8 x 12 to 18 x 28, with a retail price range of about $13 to $25. The Wallight comes equipped with 20-ft. silk cord, plug and canopy switch. The manufacturer is the Columbia Woodturning Company, 1800 South Canal Street, Chicago, Ill.



Fan Outlet

Electrical Merchandising, March, 1926

The new No. 661 fan outlet of the Russell & Stoll Company, 53 Rose Street, New York City, is made to accommodate any of the standard attachment plug caps now in use. Any standard 4-in. square outlet box with standard raised cover may be used. Although designed primarily for use with electric fans, the fitting is also well adapted for glow heaters and for individually illuminated picture mountings. Picture can be hung on supporting screw, concealing the receptacle outlet, cord and hangings. The intended list price of the fitting complete is $2.25. The brass .060 in. plate only is 55c.



High Voltage Detector

Electrical Merchandising, March, 1926

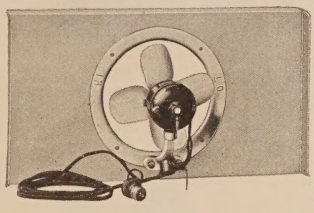
To ascertain or indicate high voltage current in transmission lines, transformers, switchboards, X-Ray apparatus, broadcasting stations, etc., the Radio Electrical Works, 23 Union Square, New York City, has developed a "Hyvo" high voltage detector. The "Hyvo" uses the property of neon gas which causes it to glow when a most minute amount of electric current passes through it. Although only one electrode is used, the indicator, it is explained, will give a penetrating red-orange glow. It operates from 1,000 volts up. Two types of indicators are available—No. 1, for portable use and No. 2, for stationary use, as a warning indicator for high voltage. For use on inaccessible parts, No. 1 can be mounted on a pole. Intended price, No. 1, $4; No. 2, $2.50.

for Early 1926 Buying Season

Portable Room Ventilating Unit

Electrical Merchandising, March, 1926

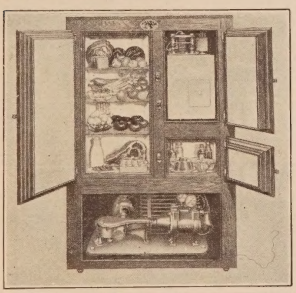
Hi Lo portable room ventilating units, so called by the manufacturer, the Hi-Lo Products Company, 53 West Jackson Boulevard, Chicago, Ill., because of their efficiency at both high and low speeds, are adjustable in ten minutes to any standard size window frame. Advantages of this fan as stated by the manufacturer are low current consumption, absence of any dead spots in the column of air ejected by the ventilator, and small size with high efficiency, the unit being capable of exhausting almost six hundred cubic feet of air per minute at the rate of 24 cubic feet per watt. The 8¼ inch model TS 8 fan shown here weighs 17 pounds prepared for shipping, and is priced at $35.00, net.



Electric Refrigerator

Electrical Merchandising, March, 1926

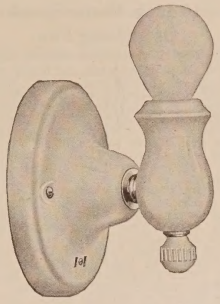
Sanat Refrigerating Company, 331 Madison Avenue, New York, has placed a self lubricating automatic electric refrigerator on the market having thermostatic control and using chloric ether as a refrigerant. The compressor, which is double acting and reciprocating, is driven by a ¼ hp. motor through a worm gear. Model S11 above is 40 in. wide, 21⅜ in. deep and 62 in. high. It is made of oak flush panel on the outside, with the inside of porcelain on armco iron, and insulated with 2 in. cork board. Finishes are white or oak. Sanat is made in other sizes, or can be installed in the customer's box.



Propeller Type Fan

Electrical Merchandising, March, 1926

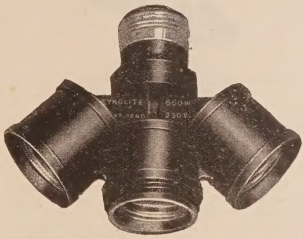
In its new No. 5 fan, the B. F. Sturtevant Company, Boston, Mass., points out, there has been developed a fan that maintains its high free delivery efficiency against an appreciable pressure. At the wide-open point, says the company, this fan develops a mechanical efficiency of 52½ per cent. Other desirable characteristics are the flatter horse-power curve and the steeper pressure curve. The motor is quiet running, it is explained, has oiling bearings, is conservatively rated and enclosed to protect the windings from deterioration by dust, fumes, grease, etc. The Sturtevant tripod support is the method of mounting the motor. At present the fans are available in sizes No. 4 to No. 9 and for horizontal electric drive only. The motors can be furnished for single phase, alternating current, 60 cycles, for 110 or 220 volts; and in polyphase currents for 60 cycles at voltages of 110 to 550.



Porcelain Bath Bracket

Electrical Merchandising, March, 1926

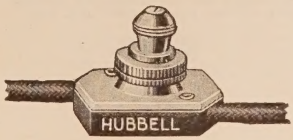
Four stages of light intensity, controlled by the knurled porcelain knob pendant at the base of the bracket, are a feature of this bath fixture manufactured by the Wirt Company, Philadelphia, Pa. The bracket is made of fine white porcelain, oval in shape, and comes either with or without convenience outlet, convenient for attaching boudoir appliances. The list price, with outlet, is $5.50; without convenience outlet, one dollar less.



Angle Three-Way Current Tap

Electrical Merchandising, March, 1926

Added to the Reynolite Masterpiece line of molded convenience fittings, made by the Reynolds Spring Company of Jackson, Mich., is the exceptionally light three-way angle tap, here illustrated. The finish is the lustrous brown characteristic of Reynolite products.



Canopy Switch

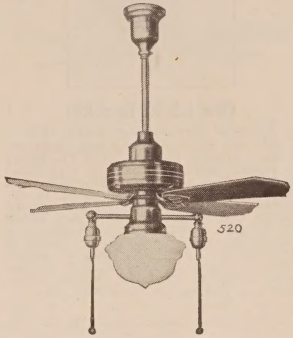
Electrical Merchandising, March, 1926

Small, compact and neat in appearance is the new canopy switch announced by Harvey Hubbell, Inc., Bridgeport, Conn. It is designed for fixture work and is particularly suitable for side wall canopies and brackets. The handle may be turned in either direction without danger of unscrewing. The switch can be quickly and easily installed and the handle does not have to be removed when installing. The switch is made with three different lengths of stems, with $\frac{7}{16}$-in. stem, with $\frac{5}{16}$-in. stem and with $\frac{3}{16}$-in. stem.

Ceiling Fan and Lighting Unit

Electrical Merchandising, March, 1926

To the new Style "L" a.c. ceiling fan the Robbins & Myers Company, Springfield, Ohio, has added a lighting unit adaptation equipped with three-speed pull switch for fan and single pull switch for light control. In case of wall control for either the fan or light, or both, the switch arms are not required, in which event the holes are closed with removable plugs. The lighting unit may be adapted to various Style "L" fans.

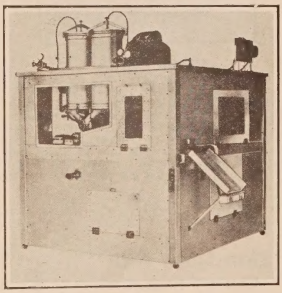


Electric Doughnut Machine

Electrical Merchandising, March, 1926

Five thousand doughnuts an hour is the capacity of the new all-electric doughnut machine brought out by the Doughnut Machine Corporation, 1170 Broadway, New York City. The machine performs all operations of cutting, frying, turning, ejecting and conveying the finished doughnuts automatically, producing a uniform product and eliminating odors.

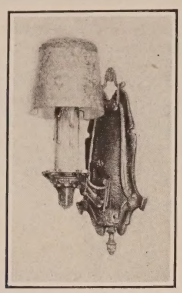
The entire machine, with the exception of the blower which furnishes compressed air, is operated by a ½-hp. G. E. motor.



Complete Listing of Hunter Fans for 1926

9″	Non-oscillator A.C.	$10.00
9″	oscillator, black	$14.50
9″	oscillator, dark bronze	$16.50
12″	non-oscillator	$22.00-$24.50
12″	oscillator	$30.00-$31.50
16″	oscillator	$35.00-$36.50
12″	exhaust fan	$29.00-$30.50
16″	exhaust fan	$32.00-$33.50
52″	ceiling, non-adjustable, oxidized copper	$52.00-$54.00
52″	ceiling, adjustable blade, oxidized copper	$55.00-$57.80
32″	ceiling, dark bronze	$40.00

To Help You Select Electrical Merchandise—



One-Light Bracket

Electrical Merchandising, March, 1926

But one number of the new eighteen-piece residental fixture line of The Miller Company, Meriden, Conn., is here illustrated. The new line, furnished in a dominant Spanish-Italian effect, is designed to be used with the new Mazda lamps and is offered with a new series of Ivanhoe shades. The fixtures are carton-packed and will be distributed in accordance with the Ivanhoe policy through appointed jobbers, with a complete program of dealer selling helps. The new line is now in production.

Cigar Lighter

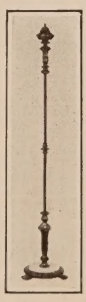
Electrical Merchandising, March, 1926

All metal with a bronze finish is the electric cigar lighter made by Frankart, Inc., 225 Fifth Avenue, New York City. Cabby Jed (cabbage head) has a red nose for a push button to light the heating element in the crown of his hat. Price, complete with six feet of cord, $5.

Floor Lamp With Canopy Switch in Base

Electrical Merchandising, March, 1926

Within easy reach is the switch of a floor lamp made by the Art Specialty Company, 805 South Eleventh Street, Philadelphia, Pa., for it is incorporated in the base. The lamp is a two-light metal lamp with Italian marble insert, and just above the base, where the ornamental section ends, is the canopy switch controlling the light.



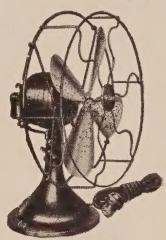
10-Inch Three-Speed Oscillating Fan

Electrical Merchandising, March, 1926

To fill a popular need for a low priced three-speed oscillating fan, Wagner Electric Corporation of St. Louis has developed a 10-inch fan that retails at $16.50, and that compares in quality of materials and workmanship with its larger and higher priced line.

The fan is powered with a well-insulated, well-ventilated Wagner induction motor, cool and quiet in operation, having no brushes or commutator to wear out. Bearings are of bronze. The three speeds are regulated by a lever switch in the base. The fan oscillates in an arc of 90 degrees, and a bracket joint permits a forward tilt of 22½ degrees, with clamps to hold it at any desired angle. This permits the fan to be used for either desk or wall mounting.

The blades of the fan are of polished brass; the body is finished in dull black; and an 8-foot abrasion-proof cord with a two-piece plug is included.

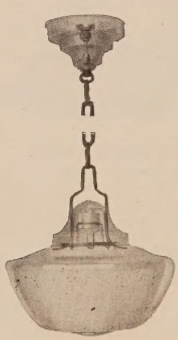


Safety Holder for Commercial Fixtures

Electrical Merchandising, March, 1926

The Moe-Bridges Company, Milwaukee, Wis., has developed and is now manufacturing a new safety holder for commercial installations. It operates on the gravity principle, the glassware being securely held in place by three supporting members which lock it from the inside. The shell of the holder is perfectly smooth, being free from slots or any clamping devices. The holder is made in both 4-in. and 6-in. sizes and in both pendant and ceiling types.

Another new Moe-Bridges product is a stemless canopy which, it is pointed out, is easy to install, is attractive and secure. Since the canopy can be dropped down over the chain, it permits of easy accessibility for splicing and inspection. This new canopy will be supplied on practically all the company's pendant-type fixtures without additional cost.



Boudoir Lamp

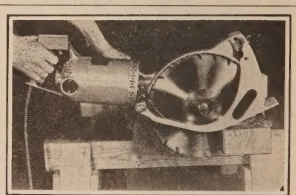
Electrical Merchandising, March, 1926

Specially designed to accommodate the new type General Electric incandescent lamps is the handsome boudoir lamp made by the Aladdin Manufacturing Company of Muncie, Ind. This company is changing the designs of many of its lamp styles to accommodate the new mill type and G. E. lamps.

Expansion Shield

Electrical Merchandising, March, 1926

The Star Expansion Bolt Company, 147 Cedar Street, New York City, is marketing an expansion shield device, the "Dryvin," of interest to the electrical contractor. The device is an expansion shield, the top flange of which holds the load. The nail, as it is driven home, expands the metal, this expansion securely locking in the lower flange of the shield. The "Dryvin," the manufacturer points out, is adapted for practically every purpose that requires an attachment to masonry carrying a load up to 1,200 lb. Various sizes of the device, for all practical uses may be had.

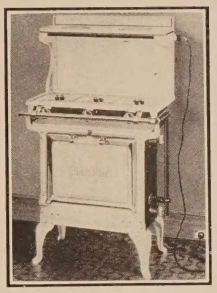


Electric Safety Saw

Electrical Merchandising, March, 1926

A portable electric safety saw has been introduced by The Crowe Manufacturing Company, 133 East Third Street, Cincinnati, O. The body of the tool is of aluminum, the motor, a General Electric universal, supplied according to specifications, either for 110 or 220 volts. The largest size cuts to a maximum depth of 4½ in., in but a fraction of the time required to do the job with the ordinary hand saw. The quickly interchangeable blades, either for cross cut or rip sawing, are made of tempered crucible steel, treated throughout the entire blade. The automatic guard is so designed as to render absolute protection to the operator against injury.

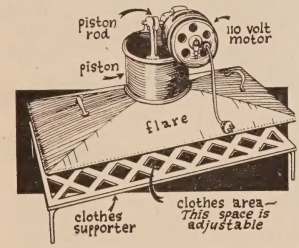
Latest Developments Gathered by the Editors



Small Electric and Gas Range

Electrical Merchandising, March, 1926

For the small home and the modern apartment there is a small kitchenette range, of white porcelain, combination gas and electric, made by the Champion Stove Company, 4001 West Twenty-fifth Street, Cleveland, Ohio. The range may be operated from any convenient outlet, and no special wiring is required. It has two cooking lids for electricity, consuming 660 watts each and three for gas. Two Diamond H switches give three heats for electric cooking. The intended retail price of the range, with broiler, is $90; without broiler, $84.50. Wilcolator oven heat control may be had at small additional cost.



Piston Electric Washer

Electrical Merchandising, March, 1926

A new model piston type washer made by the Fem Company of Portland, Ore., has been lately introduced. In standard parts and washing process the new machine is identical with the inclosed cylinder type Fem washer. It differs in that it is a unit designed to fit over the standard laundry tub or tray. The flares are adjustable to fit any size tub, whether rectangular or circular, a feature which enables the washer to handle a larger wash than any ordinary family size machine. The retail price of the washer is $40.

Mirror Display Sign

Electrical Merchandising, March, 1926

To direct the attention of passers-by to window display or sales message, the Smith-Hecht Company, Indianapolis, Ind., has brought out its "Mirro-Lite" sign. It is made with a transparent mirror and an illustrated, colored, pyralin slide behind it, which when lighted flashes any given advertisement to the public. When automatically flashed off, the sign is transformed into a perfect mirror. The display is built with a gold frame and its extreme outside dimensions are 10⅜ by 14 in. The sign is shipped ready for use from any a.c. or d.c. circuit.

Flexible Fixture Hanger

Electrical Merchandising, March, 1926

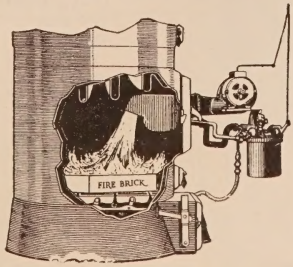
Several advantages are claimed for the suspension type fixture, equipped with a universal suspension joint, manufactured by the Crouse-Hinds Company of Syracuse, N. Y. The freely self-adjusting joint permits the fixture always to hang plumb, prevents breaking the stem at the point of suspension due to wind or other strains, and makes it possible to mount the unit even against the surface of a steeply sloping ceiling. The type AUC hanger shown is for supporting suspension type fixtures with ½ inch conduit stem. It is listed at 75 cents and is packed 25 to a standard package whose weight is 65 pounds.

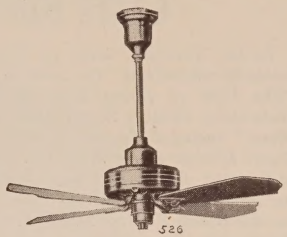
Oil Burner

Electrical Merchandising, March, 1926

Without removing the grates or otherwise disturbing the furnace, the "In-the-Door" oil burner of the Economy Heat Unit Company, 1625 Hennepin Avenue, Minneapolis, Minn., can be installed in any heating plant. There are only three working parts,—the vaporizing chamber, the electric Sirocco blower and the combination safety and control valve. An Emerson motor is used. No inconvenience to the user is caused should the electric current or the oil supply be interrupted, since a fire can be built, using coal or wood in the regular manner. No gas pilot light is required, a "high and low flame burner" being used.

This type of furnace is specially suited for use by those who do not own their own homes as it can be easily removed from the furnace door and transferred with its portable tanks to any new location. Intended price of burner, $175.





A. C. Ceiling Fan

Electrical Merchandising, March, 1926

The Style "L" fan of the Robbins & Myers Company, Springfield, Ohio, is a new development of the smaller type of induction fan for 50- and 60-cycle circuits. Its large blade area at high speed, the manufacturer explains, displaces an unusually large volume of air for this size fan. The four wooden blades are the same as those used on the company's Style "J" fan and the R & M blade reversing scheme is also featured. A three-speed indicating snap switch is attached to the oil cup at the bottom of the motor, within a protecting collar. Customer can, when desired, mount three-speed pull switch in place of the snap switch. The fan is finished in semi-gloss baked black enamel with gilt lines on the motor, while the blades have polished mahogany finish. Intended retail price, $42.50, 110-volt type; 220-volt fan, $44.50.

Plural Outlet or Socket Tap

Electrical Merchandising, March, 1926

The manufacturer of the socket tap here illustrated, the Beaver Machine and Tool Company,, 625-643 North Third Street, Newark, N. J., calls attention to various refinements in the design of the outlet that are not at first apparent. It permits the light to hang directly downward, allows the use of standard shade holders without interfering with the accessibility of the special outlets for attachment plugs, and is itself easily entered into a lamp socket because of the absence of the first thread from the special metal shell. The circular ridges about the tap slots facilitate the entrance of attachment plug blades. The device is packed in individual cartons, ten of which are included in an attractive orange and black counter display. The intended retail price is 50 cents.

Cut Glass Switch Plate

Electrical Merchandising, March, 1926

Optical glass, which is free from the greenish tinge that characterizes demi-plate or window glass, is used in the manufacture of the flush switch plate made by the Crystal Switch Plate Corporation, 32 Broad Street, New York, N. Y. This company now furnishes cut glass plates to fit all standard type switches, push button, and toggle, and to fit both duplex and single outlet receptacles.

Hydro Electric Shops Operating Costs Show Net Profit

In the November issue of "Electrical Merchandising" the analysis of "The Cost of Doing Business by sixty-three Central Station Electric Shops" included figures from nine Hydro Electric Shops in the Province of Ontario. Referring to the average net profit of 1.3 per cent there shown for the Hydro Electric Shops, it was stated that "no administrative expense was charged against these operations, otherwise the net profit shown would become a loss." The figures were those published by the Hydro Electric Power Commission and analyzed by S. J. Ryan, consulting editor, distributed in accordance with the classification adopted for this analysis. It now appears that administrative expense was included in these figures but was distributed under other heads. We have asked the Hydro Electric Power Commission to reclassify the figures according to the form used in order that any misapprehension might be corrected. The letter and figures as reclassified by the Hydro Electric System follow:

Editor, *Electrical Merchandising*:

We have taken our statistics and re-classified them wherever possible to suit the classification into which you have thrown the figures from across the border. It was not possible, however, without a great amount of trouble and inconvenience to stick absolutely to your classification, for the reason that there is no strict uniformity in the classification of expenditures by the different Hydro Shops in Ontario, because of the different nature of employment of some of the men engaged in Hydro Shop merchandising.

Sometimes the manager of the utility is also the manager of the Hydro Shop. Sometimes the chief accountant acts as the Hydro Shop manager. In some municipalities a regular Hydro Shop manager is operating, and on this account it is not always possible to have the distribution of salaries made on a uniform basis.

Furthermore, even where definite employees are engaged they do not allocate salaries to suit your classification altogether. For instance, under "Selling Expense" in most cases are included the salaries of the manager or part manager of the shop. This does not hold in all cases, and it might seem paradoxical to so state when our own classifications, as indicated by the pamphlet sent to you some time ago, distinctly instructs Hydro Shop employees how to divide their time. It is through lack of knowledge or carelessness that this classification is not strictly adhered to, and when we remember that the classification is only a suggestion it is excusable to have differences crop up.

Economy Necessary

However, we believe that the figures submitted by us this time are a fair indication of sound administration, and while our average "Administrative Expense" is very low, as compared with U. S. figures, it is so because of the necessity for economy caused by the low margin of profit we are able to secure from manufacturers of appliances in Ontario. This is indicated by the difference between 20.9 per cent and 31.1 per cent gross profit figures.

It might be interesting also to note that under the item "Other Costs," the bulk of the figures in our statement covers interest on investment, something which does not appear in your figures.

We thank you for your attitude and willingness to correct any errors that have been made, and trust that no harm has been done by the original statement that went out.

HYDRO-ELECTRIC POWER COMMISSION OF ONTARIO
F. A. Gaby,
Chief Engineer.
Toronto, Ontario, Canada.

A Group Study of Domestic Lighting Bills

The Kansas City Power & Light Company has just completed a tabulation which averages the monthly electric bills of a group of twenty-five customers who live in residences or apartments of from three to ten rooms. Every customer in each group used electric lights, one or more major appliances and an *electric range*.

The lighting rate for the first five kilowatt-hours per room is 7.5 cents; for the next five kilowatt-hours per room, 5 cents and for all additional current used during the same month, 2.5 cents.

Here is the average of 25 customers' monthly bills per group:

3 rooms	$3.64
4 rooms	3.85
5 rooms	4.68
6 rooms	6.19
7 rooms	8.08
8 rooms	9.15
9 rooms	9.45
10 rooms	9.89

Sales, Profits, and Operating Costs for Nine Hydro Shops During 1924

A Net Retail Sales		B Cost of Merchandise Sold		C Gross Profit		1 Occupancy Expense		3 Selling* Expense		3 Publicity Expense	
Dollars	%	Dollars	%	Dollars	%	Dollars	%	Dollars	%	Dollars	%
37,235.64	100	32,151.94	86.3	5,077.70	13.7	600.00	1.6	1,797.13	5.1	285.90	0.7
139,000.00	100	108,144.04	77.2	30,855.96	22.2	11,000.00	8.0	9,478.07	6.8	2,706.53	2.0
35,779.56	100	28,199.79	78.8	7,579.77	21.2	1,353.52	3.5	2,451.31	7.0	616.60	1.7
170,000.00	100	134,018.12	78.3	5,981.88	21.7	3,000.00	1.8	17,141.48	10.1	3,370.58	2.0
17,263.00	100	12,981.20	75.2	4,282.75	24.8	1,200.00	7.0	1,800.00	10.4	214.83	1.3
43,148.62	100	35,975.68	83.3	7,172.94	16.7	300.00	0.7	2,461.05	5.7	122.36	0.3
230,019.80	100	180,108.82	78.3	49,910.98	21.7	3,000.00	1.3	28,127.21	12.3	3,105.47	1.3
177,209.94	100	140,826.45	79.5	36,383.49	20.5	2,400.00	1.3	22,479.51	12.7	5,754.62	3.3
38,666.52	100	30,949.71	80.0	7,716.81	20.0	1,200.00	3.1	3,296.95	8.7	626.68	1.6
888,324.03	100	703,361.75	79.1	184,962.28	20.9	24,053.52	2.7	89,032.71	10.0	16,803.57	1.9

4 Administrative Expense		5 Servicing		6 Other Costs†		7 Total Costs		Net Profit (—indicates loss)		Average Inventory at Cost	Turnover
Dollars	%	%		Dollars	%	Dollars	%	Dollars	%	Dollars	
634.08	1.7	2.8		1,228.40	3.2	4,548.32	12.3	529.38	1.4	10,567.91	3.0
2,067.63	1.5	.....		3,321.55	2.3	28,573.78	20.6	2,282.18	1.6	10,407.72	10.7
1,043.54	3.0	15.32		534.40	1.6	6,014.69	16.8	1,565.08	4.4	8,112.25	3.4
6,190.05	3.6	.....		5,409.14	3.2	35,111.25	21.2	870.63	0.5	36,620.88	3.8
300.63	1.8	.....		424.68	2.3	3,940.14	22.8	342.61	2.0	2,511.10	5.1
791.75	1.9	.....		510.71	1.1	4,185.87	9.7	2,987.07	7.0	2,885.24	12.5
3,387.49	1.4	.....		8,273.03	3.6	5,893.20	19.9	4,017.78	1.8	32,451.88	5.7
3,947.59	2.3	.....		3,475.23	1.9	38,056.95	21.5	—1,673.46	—1.0	19,321.62	6.4
158.96	0.4	.....		724.68	1.8	6,007.27	15.6	1,709.54	4.4	7,318.48	4.0
18,521.72	2.1	18.13		23,901.82	2.8	172,331.47	19.5	12,630.81	1.4	130,197.08	5.4

* "Selling Expense" includes, in some municipalities, part of administration expense caused by charging sales managers' salaries to sales salaries instead of general officers' salaries. In any event "Administration Expense" is charged to Hydro Shops in some form in every municipality whose operation is shown above.

† Other costs comprise mostly interest on investment.

Electrical Merchandising *Pictorial*

A Monthly Picture Section of Sales Ideas

PERSONAL attention to every customer is the policy of The United Electric Light and Power Company, New York. How this personalized service increases sales and good will is shown on this and the two pages following.

These photographs were taken in the new United store at 166th Street and Audubon Avenue, New York City, through the cooperation of Ralph Neumuller, advertising and merchandising manager of the company.

AS the customer enters the show room, she is greeted by the supervisor and directress of sales who inquires if she cannot have some of the beautiful appliances on display demonstrated to her.

The customer, pleased with this attentiveness is easily interested in a toaster (featured in March). When the sale is made, the saleswoman while wrapping the toaster inquires courteously if the customer is in need of lamps and lights one of the lamps on the display rack as a psychological measure. She also suggests that the

"The Friendly Store"

Increased sales to pleased customers by "personalized" selling in the stores of the United Electric Light and Power Company, New York

(*Continued from preceding page*)

customer visit the third-floor lamp studio as the company is holding a special sale of table and floor lamps and the customer would be interested in looking over the display of a very complete line.

On the first floor, the customer has been shown to the elevator and on reaching the third floor is greeted by the chief saleswoman of the lamp department. The friendly and attentive attitude of the store has had its affect on the customer and this third exponent of company courtesy has no difficulty in learning that the customer is interested in new lamp shades. Here in the department devoted to shades the customer comfortably seated is shown the extensive line.

These cases not only keep the exquisite silk shades in perfect condition but they permit an individual or collective showing with proper illumination.

INTERESTING groupings of home appliances on the main floor attract the attention and interest of the housewife who is on her way to pay her light bill. Tables of the monthly special in heating appliances are temptingly arrayed with price cards showing the low payment terms. Specialists explain

and demonstrate the sewing machine, washers, ironers and electric refrigerator.

STRATEGICALLY located at the point of exit and entry is the vacuum cleaner demonstration table. Here, as everywhere, are attentive, well-trained saleswomen.

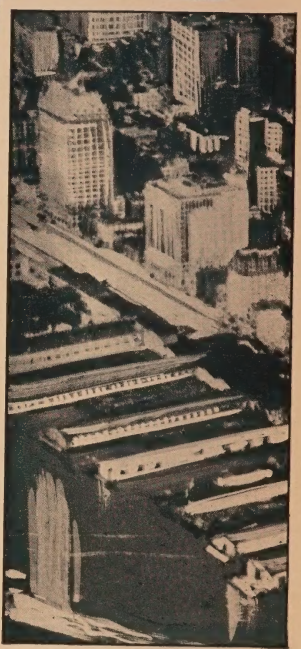
The customer shows her interest in the cleaner and receives an expert demonstration. Behind the demonstration table is a carpeted space where the customer can try the cleaner herself. Here also is a specially constructed case where a variety of different makes of cleaners with their attachments are ready to be shown.

It is easy to see why store sales are high with the United company. Intensive advertising creates a spirit of neighborliness and brings large numbers of customers into the stores where display is large, varied and tempting and sales effort is continual without ever being obtrusive or insistent.

As the customer leaves the store the Directress, with a cordial "Thank you, come in again," leaves with the customer the feeling of a smiling, attentive, personal service from a friendly company.

Approximately

One half



Not only did Eureka outsell all competitors in this great market last year, but—according to conservative estimates—Eureka sales equaled and very probably exceeded the COMBINED total of the 70 competing "makes"

In the Greater New York area are located 10% of the entire nation's wired homes, which means 10% of the electric vacuum cleaner market. Conservative estimates place the 1925 total sales of the entire electric cleaner industry at 950,000 units. On this basis, Greater New York purchased approximately 100,000 cleaners of all "makes."

And of the total of all cleaners sold in this congested area, 54,000 were Grand Prize Eurekas.

Results so astonishing in the nation's greatest market again illustrate and emphasize the tremendous preference of the buying public for the Grand Prize Eureka—a preference that has resulted in making Eureka the world's largest producer of electric vacuum cleaner units.

To dealers in the major home appliances these facts can have but one meaning: that there is no substitute for the Eureka franchise from the standpoint of either volume or profit for any dealer who wants to make the most of his electric cleaner opportunities. Write or wire the factory for an interview with our nearest sales manager.

EUREKA VACUUM CLEANER COMPANY, DETROIT, U. S. A.

Largest producer of Electric Vacuum Cleaner Units in the world

Canadian Factory, Kitchener, Ont. Foreign Branches: 8 Fisher St., Holborn, London, W. C. 1, Eng.; 58-60 Margaret St., Sydney, Australia

(265)

The Grand Prize

EUR

VACUUM

3 of all Electric Vacuum Cleaners sold *in the Greater New York area last year* were Grand Prize Eurekas!

EKA

CLEANER

"Splendid

POTOMAC ELECTRIC APPLIANCE COMPANY
14TH AND G STREETS, NORTHWEST
WASHINGTON, D. C.
Jan. 15, 1926
C. M. MARSH, MANAGER
Mr. F. C. Sebulske,
Sunny Line Appliance Inc.,
Detroit, Michigan.
My dear Mr. Sebulske:
I wish to express to you our appreciation of the manner in which your Company has handled all its transactions with us and the splendid results which we have had during the past year with your Washing Machine, both as regards the manner in which the Machine performs its service and the help which we have received from your Sales Organization in putting over the Sunny Suds in Washington.
With best wishes for a Happy and Prosperous New Year and the full expectation that our Sunny Suds sales during the ensuing year will be at least double that they have been in the past year.
Sincerely yours,
C. M. Marsh,
Manager

In *one day*, during December, more than seventy Sunnysuds Electric Washers were sold at retail by Potomac Electric Appliance Company.

Sunny

Results"!

There are three definite reasons why more Sunnysuds are being sold in Washington than any other make of electric washer.

1. A distinctly worth-while product at a distinctly lower price.
2. The active effort of a good dealer—(which he has found justified by the owner's satisfaction, extremely low service expense, heavy volume of sales, and satisfactory *net* profit.)
3. Sensible, business-like sales support by the factory organization.

Unless you are able to express your satisfaction as Mr. Marsh does, we sincerely feel that real benefit can result from your learning more about the Sunnysuds product and plan.

A Company Official—(not a salesman)—will be glad to discuss the matter with you as a business proposition. 116

SUNNY LINE APPLIANCES, INC., DETROIT, MICHIGAN

Canadian Factory: Onward Manufacturing Company, Limited, Kitchener, Ontario

suds Electric Washer & Wringer

The Electrical Salesman as a Movie Hero

THE effort of a central-station salesman to sell better electric lighting to an old fashioned town has been woven into a story filmed as "The Live Wire." Johnny Hines plays the part of the salesman for the Meadville Lighting Company.

Johnny first gets the lighting company to replace the broken sign of the Elite Café free of charge, and then proceeds, by this example, to sell the remaining dealers in the town. When he comes to the local movie house, he decides that the name "Gem" has too few letters and therefore few electric lights; and convinces the owner to change the name of his theatre to "Ambassador."

For the same reason Chop Suey is enlarged to Ye Old Chop Suey Tavern and by playing on the theme of competition, this live-wire salesman lands even the pawnbroker for better lighting and an electric sign.

Electrical Merchandising
The Business Magazine of the Electrical Trade

believes with E. W. Lloyd that:

"You can't sell kilowatt-hours without some kind of merchandise on the end of the wire."

Why Present Utility-Stock Prices Demand Aggressive Appliance-Selling Effort

Electric-utility stocks are today at an unprecedented high level of prices. In many cases these levels are not substantiated by either earnings or book value.

Sweeping reductions in the prices of utility stocks seem inevitable, in the opinion of many bankers, unless company earnings are increased in volumes that justify these high security prices.

Increased earnings by utility companies can be accomplished only by increased sales of electrical service and equipment.

The industrial load offers no further large opportunities for increase.

The residence field, however, presents tremendous opportunities for expanded revenues. The present average consumption of the industry's 14,500,000 customers is 365 kw.-hr. per annum per residence. This can be increased by ranges, refrigerators and other appliances to 500 kw.-hr. as in Cleveland and Detroit, 672 as in Buffalo, 1,000 as in communities having large cooking loads, and even 4,500 as is the average for a completely electrified small home of eight rooms. An immediately increased revenue of $500,000,000 yearly is available from this residence field.

Unless such increases in earnings are shortly effected, utility stock prices may recede to their former values and the investing public may lose millions. An aggressive load building campaign would therefore seem imperative on the part of the utility companies.

Growth of Time Payment Selling No Cause for Alarm

DURING the last few months the subject of installment selling has been widely discussed in the business and financial world. Trade associations have investigated or are investigating the practice, at least one association, The National Retail Hardware Association has declared against it, and such responsible and conservative publications as the New York *Evening Post* carry articles with such heads as "New Dollar Down Gospel of Thrift Real Danger."

Any accurate figure as to the total of installment sales and the amount of money outstanding on this type of credit is difficult if not impossible to obtain. The attempts made to estimate this total vary to an almost fantastic degree. For instance, in *Advertising and Selling Fortnightly* of January 27, an editorial quotes an estimate of 1925 installment purchasing of $10,000,000,000; *Liberty*, issue of February 20, in a head line puts the figure at $8,000,000,000. A study recently issued by the United States Chamber of Commerce quotes an estimate made by the Farmers' Loan & Trust Company, New York, which gives $3,293,411,878, as the 1924 installment sales and supplements this figure by the following note: "there is no doubt but that this total will be very much larger for 1925 and certain authoritiies estimate that it will reach and possibly exceed $5,000,000,000."

Now there is a *difference of five billion dollars in these estimates* and the question of how much of a menace installment selling threatens to business and financial stability would depend on which of these figures are accepted as being closest to the actual total.

As near as it can be checked by production figures on automobiles, musical instruments, home appliances, furniture, jewelry and other merchandise usually sold on time, the estimate of $5,000,000,000 given by the Farmers' Loan & Trust Company appears closest to the fact. Comparing this figure with gross retail sales of $40,000,000,000 for 1925 it appears that one dollar of goods was sold on time to each seven dollars of merchandise sold for cash or on short term credit, a relation which by no means indicates a misuse of installment buying.

Never before in history has the average man had so large a margin over his actual necessities as today in the United States. The average wage is now 137 per cent higher than in 1914 while the average cost of living has increased but 78 per cent over the same period.

We are living in a time of unprecedented economic prosperity which is not confined to a few but shared by the whole people. The public are buying automobiles, home comforts, electrical conveniences and many luxuries because the general income warrants it.

Installment credit is a legitimate device to make credit available to every person whose income justifies credit. Like everything else it can be overdone and may now be overdone in some trades. So far as the electrical trade is concerned the intrinsic value and low depreciation of the merchandise sold on time is a strong element of safety. And with reasonable care in extending this as any other credit the electrical merchant may well take a calm view of the installment situation and continue to increase his selling effort.

Delegating Responsibility

NO INDIVIDUAL should be expected to carry, unassisted, the double responsibility of managerial duties and of maintaining store efficiency. This is obvious and yet many retail merchants, even today, are not delegating the degree of authority and responsibility to their employees that they should. A considerable step in the right direction is made when every clerk in the store is responsible for some definite duty. The best men can be appointed as "store efficiency monitors." Give them a typewritten list of things to watch for. Some of the principal things this list should cover are: store arrangement, stock placement and appearance, handling stock, store methods and system, display ideas and so on.

The task of management is distinctly one for the "big boss" to assume. There are many other important jobs about the place, however, that would be better done if delegated to some trustworthy employee.

How to Estimate a Frame Construction Apartment House

Third of a Series of Articles on Estimating Methods Applicable to the Principal Classes of Work Which the Electrical Contractor is Called Upon to Figure

By J. W. HOOLEY
Contracting Electrical Engineer, New York City

IN THE former articles, we considered wiring of two residences; one fireproof and the other non-fireproof; and pointed out the added cost of wiring a fireproof construction.

In this article, we will consider the electric wiring of a non-fireproof apartment house.

In this type of construction, we generally find the walls of brick or masonry, and the floors and partitions of wood beams, and studs. This construction calls for the use of B.X. cable as a standard in lighting, and the bell and telephone work is usually run in rubber covered wire.

In this particular job, there are four 4-room apartments, and two 3-room apartments on each floor, and the basement is fitted up with janitor's apartment, boiler room, storage space, and service station.

The meters are all located in the basement in a room for this particular purpose, and always acces-

DATE Feb. 10 — SCALE 1/4 = 1 FT
ENGINEER
ARCHITECT E M Jones — ESTIMATE TO E.M. Jones
MADE BY R.O. — TYPE OF BLD'G Apartment House — VOLTS 220 A.C. D.C.
SIZE OF BLD'G 66 X 100 — SERVICE By Lighting Co.

FLOORS	Ceiling Outlets	Side Outlets	Base Receptacles	Floor Receptacles	Switches	¾" Conduit	¾" Conduit	Panels (wf Inc'd)	Circuits	
						B.X.				
4	33	12	28		26	1800		6	12	
3	33	12	28		26	1800		6	12	
2	33	12	28		26	1800		6	12	
1	31	12	28		26	1800		6	12	
Base.	20				8	600		1	4	
TOTAL	150	48	112		112	7800		25	52	

QUANTITY			MATERIAL	LABOR
150	Ceiling Boxes	.15/.15	22 50	22 50
272	Side Boxes	.20/.15	54 40	40 80
	Fixture			
	Studs			
7800	~~¾" Conduit~~ 2 Wire BX #14	.05/.05	3 90 00	3 90 00
1000	~~¾" Conduit~~ BX Flexible	.01	10 00	—
110	BX Locknuts and Bushings	.05 - Panel	5 50	
1000	BX Fire Screws		5 00	—
	Circuit Wire No.			
	Circuit Wire No.			
	D. P. Switches			
112	S. P. Switches	.50/.50	56 00	56 00
	3-way Switches			
112	Base Receptacles	.50/.50	56 00	56 00
	Floor Receptacles		5 99 40	5 65 30
	Light Receptacles			
	Drop Cords			

MAINS AND FEEDERS

FEEDER NO.		MATERIAL	LABOR
24 qts	1500 ft 2 Wire BX #14 .08/.05	75 00	75 00
	150 BX straps .005	75	
	48 BX connectors .05	240	
		78 15	75 00

Memoranda Taken from Plans and Specifications for Use in Estimating Above Job

Estimate to E. M. Jones, architect.
Scale: ¼ in. Walk-up apartment house.
Wood floors and stud partitions.
Three- to two-wire, 220-110 volt a.c., single phase.
Service in building by lighting company.
All meters in basement furnished and set by lighting company.
All circuit work, B. X. cable.
Cutouts, panel, plug fuses in each apartment. Allow two circuits to each apartment. Allow 1-3 wire B. X. feed to each apartment from meter in basement.
All material standard N. E. C.; and submit all materials for approval at completion of building; deliver to architect scale drawings showing all electric work, circuit arrrangement and details.
Electric fixtures furnished and installed by others.
Master telephone and letter box sets in vestibule connecting with each apartment.
Door opener with push button in each apartment.
Each apartment has hall push button, and bell also, dumbwaiter bell and button, return call.
All bell work—rubber covered wire, double braid.
Bell work—bell ringing transformers.
Telephone work—duplicate set dry batteries.
All work concealed.
All work guaranteed for one year.
Standard contract, 85 per cent monthly. Final, thirty days after completion and delivery of certificates.
Job start in about sixty days.
Owner good pay.

sible to the meter reader and inspector. The meters are furnished and set by the lighting company; and in this case, the lighting company brought the service into the room; though in most cases, the contractor is expected to do this.

A Separate Feed to Each Apartment

A separate feed runs from each meter to each apartment, terminating in cutout box, and the circuits run from cutout box to outlets. The number of outlets is such that two circuits are required in each apartment.

The telephone system consists of a telephone in each apartment, with a master 'phone and letter box for each apartment, located in vestibule.

A door opener at inside door of vestibule is operated by a push button in each apartment. A push button and bell for janitor's apartment, and a push button and bell in each hall for each apartment, is standard equipment.

A Return Call Bell System on Dumbwaiters

A push button for each apartment at the foot of each dumbwaiter to ring bell in each apartment, and a button in each apartment to ring bell at the foot of dumbwaiter, comprises the bell work.

Care in Making Telephone Installation

Care should be given the bell and telephone work, as these systems will give trouble if not properly installed, and will cost the contractor time and money in repairs. The soldering and insulating of all joints and splices should be done as carefully as in lighting work. Due to the low voltage of these system, a poor contact at any point will quickly develop into trouble.

Unit Prices and Ratios for This Job

150 Ceiling outlets.
48 Side outlets.
112 Base receptacles.
112 Switches.
26 Telephones.
55 Bells.
97 Push buttons.
1 Door opener.

601 Total number of outlets.

Bid—$3,365 ÷ 601 outlets = $5.60 per outlet.
Building 66 ft. long x 100 ft. wide x 60 ft. high = 396,000 cu.ft.
$3,365 ÷ 396,000 cu.ft. = $.0085 per cu.ft.
Ratio of labor to material:
Total cost of material = $1,161.10.
Total cost of labor = 1,041.30.
$1,041.30 ÷ $1,161.00 = 89 per cent.
The basis of labor has been estimated at $10.50 per eight-hour day for mechanic, and $7 per eight-hour day for helper.

INDICATE SYSTEMS FIGURED ON THIS SHEET

	Telephone & Letter Boxes		
2	Phone & 12 letter boxes	96.00	25.00
24	Wall phones	144.00	48.00
50	00 ft. #18 R.C. Wire	20.00	50.00
2	Sets of dry batteries & cabinet	25.00	
		285.00	123.00
	Bell Work		
55	Bells .45/	24.75	15.00
97	Push buttons .40/	38.80	30.00
1	Door opener 5.00/	5.00	3.00
10,000	ft 18 R.C. Wire	40.00	100.00
	1–6 volt transformer & cutout	5.00	5.00
	tape, solder etc.	10.00	
		123.55	153.00
	Panel Cutout		
	25 Steel boxes Each with 2 ckt cutout & fuses-3 wire main 2 wire branch	75.00	125.00

TOTAL SHEET	MATERIAL	LABOR
circuit Work	599.40	565.30
Feeders and Mains	78.15	75.00
Service or Generator Cables		
Switch and Panel Boards	75.00	125.00
Fixtures		
Lamps		
Bell Work	123.55	153.00
Public Telephone System		
Private " "	285.00	123.00
Clock System		
" "		
Engines		
Generators		
Motors		
Pumps		
Foundations		
Board and Carfare		
Totals—M. and L.	1161.10	1041.30
Total Labor	1041.30	
Bond and Inspection	50.00	
Total	2252.40	
30% Overhead Expense	675	
Cost	2927	
15% Profit	438	
Bid	3365	

Above Estimate Checked by A.P. If lost, state why
Contract Closed by A.P.
Date Closed March 3
Date Work Started March 10
Date Work Completed Oct. 15

Code Questions and Answers

Discussion of Wiring and Construction Problems—Nationally-Known Inspection Authority Answers Queries of "Electrical Merchandising's" Readers

By VICTOR H. TOUSLEY
Chief of Electrical Inspection, City of Chicago
Member of Electrical (Code) Committee, N.F.P.A.

Grounding Secondaries

QUESTION: In the next issue of "Electrical Merchandising," will you kindly explain the various benefits derived from grounding secondaries, both for the light companies and the consumer. Why does the code require the grounded wire connected to the screw shell of the socket? Why does the code require a ground wire at the service if the secondaries are grounded at the transformer?

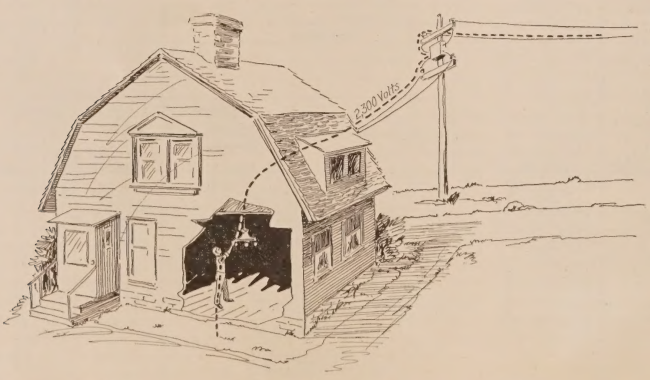
ANSWER: Briefly stated, the benefits derived from the grounding of secondaries are: protection against high voltages entering a building on the secondary; keeping the voltage to ground of the secondary system at a minimum.

The prime reason for grounding is to protect the secondary system in case of a breakdown between the primary and secondary winding of a transformer. When a cross occurs between the primary winding and the secondary winding of a transformer, a high voltage is momentarily placed upon the secondary winding. If the secondary were, in this case, well insulated from the ground, the primary voltage would be impressed upon the interior wiring of the building supplied.

With a primary voltage of 2,300 volts, a person coming in contact with any live part of the wiring system in the building served would be subject to a 2,300-volt shock and, even if they came in contact with some insulated part of the system, a socket for instance, they would be liable to receive the full 2,300 volts, as socket insulation is not designed to withstand this pressure. The results might easily be fatal.

Grounded Secondary Will Prevent Accidents

If, however, in the case of the cross cited above, the secondary were grounded, current would flow through the transformer windings to the secondary ground. This would produce the equivalent of a short circuit on the primary, and blow the primary fuses or circuit breaker cutting off the current.



IF TRANSFORMER CROSSES AND SECONDARY IS NOT GROUNDED, FULL PRIMARY VOLTAGE FALLS ON PERSON IN CONTACT

Not only is protection afforded against a cross in the transformer itself but a high tension circuit of any kind coming in contact with a grounded secondary would probably burn itself off or clear itself before doing any harm.

The grounding of the secondary of a 110-220 volt three-wire system reduces the maximum voltage to ground. When a system of this type has all wires normally insulated from the ground an accidental ground coming on one of the outside wires will result in the other outside wire being at 220 volts potential to ground. With the neutral wire of the secondary system grounded, no part of the secondary system will have a voltage of more than 110 volts to ground.

The protection afforded by grounding secondaries is obviously beneficial both to the consumer and to the company. While it is of direct benefit to the consumer in personal protection afforded, it lessens the liability of the company.

Connect Grounded Wire to Screw Shell of Socket

The code requires the grounded wire connected to the screw shell of the socket to reduce the potential to ground of that particular part of the socket. The shell of a socket is more exposed than the center contact and a person is much more liable to make contact with this part of the socket than with the center contact.

This is particularly true when inserting a lamp. If the shell of the socket were connected to the live side of the circuit it would have, ordinarily, 110 volts to ground. When inserting a lamp, as soon as the screw of the lamp butt came in contact with the screw shell of the socket it, too, would have a voltage of 110 to ground. It is quite easy

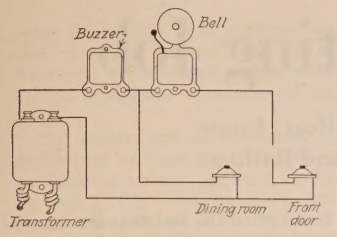


FIG. 1—DIAGRAM OF BELL AND BUZZER WIRING

to touch the butt of the lamp when inserting it.

With grounded fixtures, the shell of a brass-shell socket would generally be grounded and with a ground so close to the live shell, both shocks and fire would be much more frequent.

The code requires individual services to be grounded simply to insure a *good* ground connection on the secondary system. A water pipe usually affords the best ground connection. Water pipes are generally not available at the transformer and the ground wire at the transformer must be connected to a driven pipe or to some form of artificial ground. These grounds are frequently of quite high resistance.

Frequently also, they are made inoperative by an opening in the grounding wire. Grounds to the individual service insures a multiplicity of water pipe grounds and serve to make the secondary grounding more effective and reliable.

Wiring Bell and Buzzer, Hot Plate, Meters, Connecting Two Panels

QUESTION: No. 1. Please draw a diagram of one bell and one buzzer working off a 6-volt bell transformer. The button at the front door to work both the bell and buzzer and the button in the dining room to work only the buzzer.

No. 2. There is a company which makes a hot plate or stove with four single-plug contacts as per drawing. The instructions read to heat the right side of stove plug into two contacts on the right. To heat left side do likewise with two contacts at left. After both are hot, put plugs on two center contacts and entire stove will be heated on a smaller consumption of current. Please explain the wiring diagram of this.

No. 3. On a 3-wire system, in connecting to the meter, why is it you do not run the neutral or ground wire to the meter but only tap off a small piece of No. 14?

No. 4. On an extra large service with only a small meter how would you make a connection; and would you use a transformer?

No. 5. I have two panel boards side by side on a 3-wire set of No. 1 mains. How would you go to the second panel board after connecting to the first?

ANSWER: No. 1. See Figure 1 which shows a simple method of accomplishing the results desired. The push button at the front door operates both bell and buzzer in series. The push button in the dining room operates buzzer only. It will be necessary to have bell transformer of sufficient voltage to operate the bell and buzzer in series. For satisfactory operation it would be better

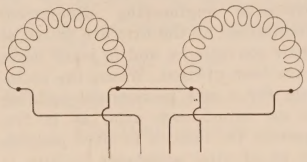


FIG. 2—CONNECTION OF HOT PLATE

to make the bell operate single stroke; or in other words, reconnect it so that the magnet coils only are in circuit. The bell will then operate from the make and break of the buzzer.

No. 2. The manner in which this stove is probably connected is shown in Figure 2. Connecting to the two right-hand contacts heats up the right hand coil, connecting to the two left-hand contacts heats the left hand coil. Connecting to the two center contacts places the two coils in series, heating both sides of the stove but with a current and corresponding heating of approximately one-half that required by either side separately. In most heaters, after the heater and whatever utensils are used are brought up to temperature, less heat is required to complete the heating operation.

No. 3. Figure 3 shows a wiring diagram of a 3-wire meter. A and B are the series coils which measure the current. *All* the current used on the load side of the meter must pass through these coils. The potential coil P is connected *across* the 110-volt mains and takes only a very small current, and a No. 14 wire is therefore, ample for this connection. The series coils represent the connection of an ammeter for measuring the current while the shunt coil represents the connection of a voltmeter.

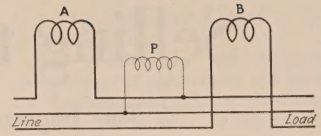


FIG. 3—WIRING DIAGRAM OF A 3-WIRE METER

No. 4. Where a small meter is connected to a large set of mains, a fuse must be placed in each ungrounded wire before it reaches the meter. See Figure 4. Transformers are not used.

Wiring Adjacent Panel Boards

No. 5. If the two panels are close together two sets of No. 6 wire can be soldered to the No. 1 mains and each set of No. 6 mains carried to a panel board. Or, if the feeds to the panels connect to lugs, a double set of lugs can be placed on the terminals of the first panel board with the No. 1 mains in one set of lugs and a set of No. 6 mains in the remaining lugs. This latter set will be extended to the second panel. If the second panel is located some distance away from the first one the No. 6 mains should be provided with fuses, one in each ungrounded wire.

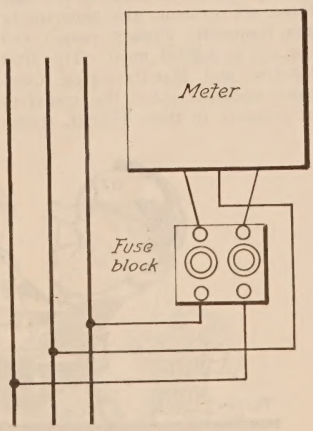


FIG. 4—SMALL METER WIRED—FUSES ON UNGROUNDED WIRES

Selling the Contracting Job

The Importance of Personal Contact—Real Estate Sales and Transfers—Service to Architects and Builders

THE man who makes a success of the electrical contracting business is not necessarily the one who makes the lowest bids and handles the greatest volume of business—that man may actually be losing money. The successful contractor, like the successful merchant, is the man who sells his commodity on the basis of something else besides the price. He merchandises his services as the electrical dealer merchandises his appliances and his profit, or lack of it, is dependent upon the methods he employs.

The Hild Electric and Manufacturing Company of Stockton, of which George W. Taylor is the chief engineer, is recognized as among the most successful contracting firms of the San Joaquin valley region of California. The reason for this is the unremitting vigilance with which it sells its services—plus, of course, the quality of service which it consistently renders.

Watches the Transfers of Property

Mr. Taylor does not believe in waiting for the customer to ask for assistance—he goes out after the job. It is all very well to watch for building permits and signs of construction in the field, but by the time these are evident, the opportunity has frequently already passed and the job is settled upon. The Hild Electric and Manufacturing Company watches rather the transfers of property in their district, studying the names of those involved in the sale and learning what the intention of the new owner is. By discreet inquiries and a personal call or two, it is thus possible to be the first man on the job.

Personal Contact Is Most Important

The most important element of all, in Mr. Taylor's opinion, is personal contact. For this reason he keeps in constant touch with architects and builders, dropping in to their offices from time to time and finding occasion to do them occasional courtesies. The equipment and services of the extensive engineering department maintained by the firm are placed at their convenience and in many cases have been utilized. Where the architect for a new commercial building is an out-of-town man, as is frequently the case, it is often possible to be of vital assistance to him in framing the initial requirements. Local ordinances and conditions are strange to him and, without guidance, he is apt to lay out a plan which does not comply with local conditions. More than one architect has been glad to make use of the facilities offered by the Hild engineering department in making up the basis upon which bids will later be asked.

This ensures that the job will be adequate and of the nature upon which the firm cares to bid. It establishes a friendly relationship with the architect as well and fixes in his mind the fact that the firm is a reliable one with every facility for handling the work.

Personal contact is also an important factor in improving the home wiring situation. The great difficulty in the way of adequate wiring and fixturing of homes is the fact that such a large proportion of this construction at the present time is in the hands of builders or architects who are concerned only with keeping down expense.

The Building and Loan movement has led to many of the homes being constructed with a fixed limit beyond which expenses cannot go. The design of the home once being laid out, and this is usually a little more elaborate than the sum allotted calls for, plumbing, fixtures and other esentials must come within the margin which is left.

Educate the Architect and Builder

The only solution to the problem is the education of the architect and builder himself—and this can only be accomplished through personal contact. Mr. Taylor tells of one such man who was finally persuaded to add fixtures to the amount of $160 to his original plan. The house subsequently sold for $350 more than he had planned to ask for it. This builder now turns over his jobs without instructions to the Hild Company, allowing them to put in what they think is necessary. Another builder will ask first how much they feel should be allowed on the house for which he has the plans and in most cases is willing to accept the estimate without question. A few examples of this sort in the community will set a standard of construction which other builders are forced to meet.

Most important of all in building up the firm's electrical contracting business is the record of service which the company holds. The man who has his business handled by this company knows that if anything goes wrong with his machinery, it can be handled expeditiously and economically. This is a matter of

Watches transfers of property, studies names involved, learns intentions of new owners

great importance in an agricultural district where the interruption of irrigation or drainage pumps at a critical period may mean loss of the crop.

The repair and service work is maintained as much for its influence in obtaining contracting work, as for its own profits. Service trucks are ready to be sent out at any hour and under all conditions. Sometimes these border on the realms of adventure. When a motor has to be brought out on improvised skids or when winter floods make it necessary to reach the trouble by means of a commandeered tug, the service department justifies its name. It is this record which is often the critical factor in deciding the award of the job to the Hild Electric and Manufacturing Company. This, of course, is backed by complete equipment in the shops which can handle all possible troubles expeditiously and efficiently.

To facilitate repair work, the record of all jobs handled is kept in convenient files. When the report of trouble comes in, it is thus possible to look up the facts of the original installation, even if it be of several years back. This saves many a second trip, or a journey over forty miles or more of country road merely to ascertain what materials should be taken out to the job. The files will furnish accurate information as to sizes and makes which the owner is often unable to supply.

Service Often Leads to Remodeling Work

Not only is the service department a factor in building up the reputation of the firm and in bringing in new jobs, but it often leads to remodeling work. "It is a difficult thing to persuade a man that his installation is obsolete," says Mr. Taylor, "when it is working satisfactorily. The time to sell a man on the remodeling of his equipment is when he is in trouble."

Such a case recently arose in connection with an important drainage project, on which repairs were needed. By rendering immediate first-aid service, the old equipment was kept going, but it was not difficult to persuade the owner that it was cheaper to put in more modern and uptodate equipment than to attempt to patch up what he had. This led to an installation which amounted to some $6,000 and which has already saved the owner from $4,000 to $5,000 during the first year it has been in use.

THE man who makes a success of the electrical contracting business is not necessarily the one who makes the lowest bids and handles the greatest volume of business—that man may actually be losing money.

The successful contractor, like the successful merchant, is the man who sells his commodity on the basis of something else than price.

Careful attention is paid to the accounts of regular customers and if these are not heard from within thirty days, it is usually found possible to drop in to see them.

Service, personal contact, and eternal vigilance, — "These," says Mr. Taylor," are the price of success in the electric contracting business."

Wiring in Localities without Electric Service

A large volume of wiring can be obtained in districts which have no electric service, by guaranteeing that service will be put in.

W. Caufield of Jamaica, L. I., worked this method very successfully in Elmont, L. I. He first went to the power company and found out how many meter applications would be required before they would put electricity in the section. On obtaining the number required he then went to the heads of the local organizations and persuaded them to sign meter applications. After receiving these signatures it was an easy matter, through their influence, to get the remaining number of applications signed.

This method not only brought power into the community but gave Mr. Caufield first chance at obtaining the wiring contracts. In one week's time he obtained contracts for the wiring of forty homes, which shows that a whole-hearted interest in the electrical industry will result in individual benefit.

Soliciting Maintenance Work

A clean income can be obtained by the contractor who will go after the maintenance work in his locality. A workable method of obtaining this work has been used by Fox & Hayward of Hempstead, L. I.

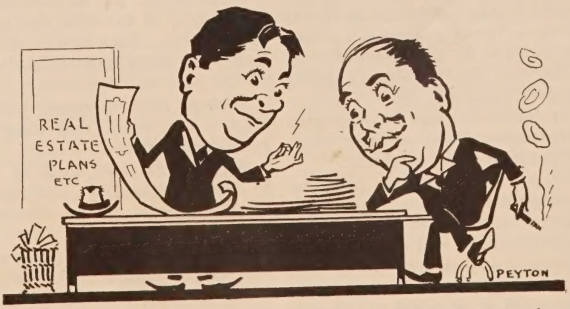
When an appliance is brought in for repairs they make the necessary adustments as soon as possible and deliver it free of charge, collecting only for the parts and labor.

This usually gives them admittance to the house where they have every opportunity to sell themselves and the service they give. They offer to inspect the wiring and where advisable they offer suggestions for alterations or corrections in the wiring system.

On this first visit, however, care is taken not to impose upon the customer any unnecessary work. This would tend to lessen the customer's confidence in them.

When opportunity presents, they leave their name, address and telephone number on the service box where it is always noticed by the customer in time of electrical trouble.

Messrs. Fox and Hayward have worked up a large maintenance business entirely by this method which is giving them a profit they cannot afford to lose.



Personal contact is an important factor in improving the home wiring situation.

"Dealer Helps" the Manufacturers Offer

Show Window, Counter, Mail Advertising and Specialty Aids Offered to Help the Dealer Get More Business

Lengthening the Life of Appliances

Too many of the service calls electrical merchants receive are traced directly to ignorance or carelessness in the handling of electrical appliances. These appliances, of course, are made as foolproof as possible, but there are a number of users who do not even give them the ordinary care other non-electrical equipment receives.

Whether the lack of information on the care of appliances is but a reflection of the merchant's lack of foresight in explaining to each purchaser the pertinent points on the care of an appliance as it is sold, is not the point. The point is, does the dealer himself *see* the importance of intelligent use of appliances and seeing, will he make an effort to acquaint his customers with information governing their care?

A splendid piece of publicity material for the electrical shop could be prepared on the subject of "Care of Appliances" and distributed to customers either in the form of a letter, mailed to the home after a purchase, or in the form of a small booklet, distributed to visitors to the shop, or the same information can be conveyed by word of mouth upon completion of the sale or, better still, it provides an excuse for a visit to the home of the customer, in the interests of further sales.

Some Helpful Suggestions

Some suggestions on the care of electrical equipment have been distributed by the California Electrical Bureau and are reprinted in a recent issue of "The Emerson Monthly" of the Emerson Electric Manufacturing Company, St. Louis, Mo.

For those who may be interested in reproducing some of these hints, they are here again reprinted:

Use only soft cloths in polishing nickel surfaces.

When exposed to gas fumes nickeled surfaces will tarnish.

Appliances that are to be laid away for any length of time should be wrapped in oil paper and then in newspaper to keep the nickel surface from tarnishing.

No electrical appliances should be washed; wipe them instead, using a damp cloth first, if necessary. (In the case of toaster or waffle iron, a soft brush will be found effective).

Cords should not be detached by taking hold of the wire and pulling out the plug. Take hold of the plug itself and avoid unnecessary strain on the cord and terminals.

Kinking of cords causes their insulation to break and results in permanent failure.

When cords show signs of wear, or the connections become loose, they should be taken to an experienced dealer for repair.

All motor-driven appliances should be oiled periodically. The frequency of oiling depends, of course, upon the frequency of their use. Every electrical appliance that requires oiling has full instructions regarding the attention necessary, on a tag or in a book packed with the appliance by the manufacturer.

In addition to these few suggestions, the dealer himself, or his wife most certainly, have a few more "don'ts" and "dos" that the housewife will be glad to receive.

A distinctly new idea in display material has been offered by the Edison Lamp Works of General Electric Company, Harrison, N. J.. A set of display sleeves, six in number, and measuring about 16 in. by 26 in., has been designed to fit a metal base in which is mounted an Edison Mazda lamp. The sleeve here illustrated is one of simple design. Others of the set are somewhat more ornate, with strikingly beautiful colorings set off to particular advantage by the glowing lamp in the display base.

Air Operated Fan Window Display

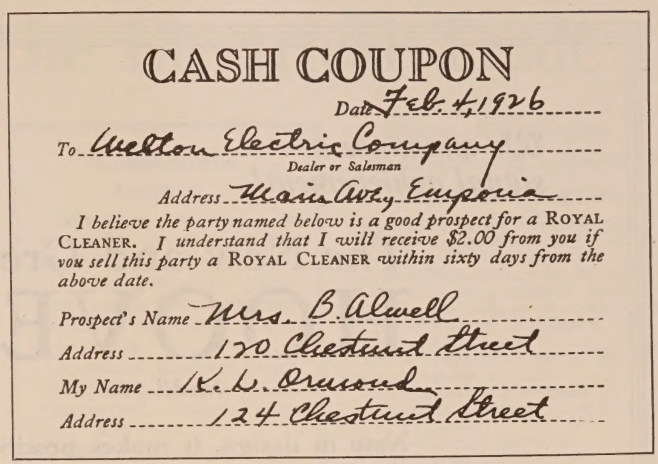
The advantage of motion, considered such an essential part of the effective window display, is secured in this fan display prepared by the Emerson Electric Manufacturing Company of St. Louis, merely by utilizing the blast of air from an Emerson oscillating fan placed in front of the card and adjusted to oscillate within a 45 to 90 angle. An arrow mounted on the card points first to one figure then the other, in perfect unison with the oscillations of the electric fan, the directional changes of whose air current cause the arrow to make its periodic changes in position.

The display is 25 in. by 37 in. in size, and is produced in eight colors by an oil paint process, the results of which not alone give permanence and brilliance to the shadings of the picture, but make it possible to clean it easily. An easel and printed instructions for its operation accompany each display, so that it is ready to set up on unwrapping.

"Get an Emerson and Forget the Heat" is the breezy message that this fan display has for a sweltering public. It will not be long now before that public will be saying, perhaps somewhat wistfully, "Where are the snows of yesteryear?" but finding an excellent substitute for cool weather in the refreshing wind from an electric fan.

Capitalizes Cleaner Customers Good Will

An effective follow-up plan for utilizing to the utmost the good will of new vacuum cleaner users for obtaining fresh prospects has been put into operation by the P. A. Geier Company of Cleveland, O. To insure the factory's receiving a complete report of every sale, the manufacturer pays the salesman or dealer extra compensation of one dollar for every such report turned in. The company next sends its standard guarantee to the customer and a sheet of four coupons, each redeemable for two dollars if a prospect designated by the customer buys a Royal vacuum cleaner within sixty days. Not alone does the manufacturer broaden by this method the channel through which his stream of prospects flows, and at but little cost per actual sale, but he reduces materially the salesman's oftentimes dispiriting work of "cold canvassing" for prospects.


CASH COUPON
Date Feb. 4, 1926
To Melton Electric Company
Dealer or Salesman
Address Main Ave., Emporia
I believe the party named below is a good prospect for a ROYAL CLEANER. I understand that I will receive $2.00 from you if you sell this party a ROYAL CLEANER within sixty days from the above date.
Prospect's Name Mrs. B. Alwell
Address 120 Chestnut Street
My Name K. L. Orsund
Address 124 Chestnut Street

The manufacturers of Royal Vacuum Cleaners expect to pay out, during 1926, over $200,000 for redeemed coupons such as the above. Four of these coupons supplied to every new Royal user may be the means of increasing enormously the number of points of contact with fresh prospects.

The Metropolitan Electric Manufacturing Company, Boulevard and Fourteenth Street, Long Island City, N. Y., is issuing a net price sheet on its products for use by electrical contractors. This sheet, it is understood, has been enthusiastically received by contractors for it saves time in estimating on jobs and it is arranged for placing on wall, under glass desk top or other convenient location.

The Chicago Fuse Manufacturing Company, Laflin and Fifteenth Streets, Chicago, has recently reissued its motor-rating card. The card is made for convenient posting in industrial plants where electric motors are used. Besides giving the full-load current, the correct ratings of starting fuses and running fuses for properly protecting different types and sizes of motors are indicated. Copies of the card will be sent on request.

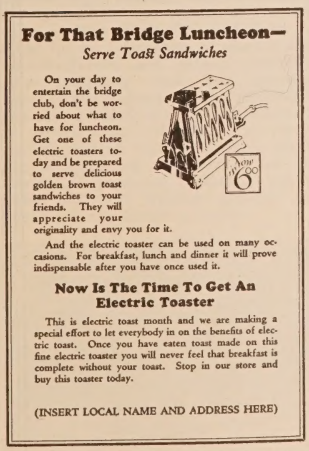
The Square D Company, Detroit, Mich., has prepared a folder describing the new 40,000 series Square D switch line, designed for such infrequent installations as disconnects and entrance switches. This series is a specially designed and constructed line of equipment for use where the standard line of Square D switches would not have a close enough application.

The Ludwig Hommel Company, 929 Penn Avenue, Pittsburgh, Pa., Westinghouse jobber for electric appliances, has issued a new Encyclopedia of Radio Apparatus. This catalog, No. 466, describes, in addition to radio products, the various Westinghouse electric appliances. The Radiola, Radiola loudspeakers, Fada Neutrodyne and various radio equipment are also outlined in the publication. The catalog is so made up that the dealer can sell from it when he is out of stock.

The Hoover Company, North Canton, Ohio, has adopted a new medallion which symbolizes electricity as the modern servant and incorporates one of the company's early slogans, "The Servant to the Home," into the design. The medallion's first appearance is in the form of a transparency on the doors and windows of Hoover dealers. It will, however, shortly appear upon the product itself as well as upon the shipping cartons, says the company, and will also be the central design in the salesmen's prize medals and on display cards, plaques, etc. The design was chosen from hundreds submitted by the students in one of the country's leading schools of art and design and was the winner of a prize award of $1,000.

The Westinghouse Electric and Manufacturing Company, coincident with an announcement of the price reduction of the Westinghouse Turnover Toaster, from $8 to $6 has issued a booklet, "Quicker Toaster Turnover with the Westinghouse Turnover Toaster" in which are gathered together proofs of advertisements appearing in national magazines, proofs of ads available to dealers for use in their local papers, reproductions of window and counter cards, broadsides and folders for mailing, and a pamphlet of sales tips on how to merchandise toasters.

Suggested Ads for N. E. L. A. Co-operative Toaster Campaign


For That Bridge Luncheon—
Serve Toast Sandwiches
On your day to entertain the bridge club, don't be worried about what to have for luncheon. Get one of these electric toasters today and be prepared to serve delicious golden brown toast sandwiches to your friends. They will appreciate your originality and envy you for it.
Now $6.00
And the electric toaster can be used on many occasions. For breakfast, lunch and dinner it will prove indispensable after you have once used it.
Now Is The Time To Get An Electric Toaster
This is electric toast month and we are making a special effort to let everybody in on the benefits of electric toast. Once you have eaten toast made on this fine electric toaster you will never feel that breakfast is complete without your toast. Stop in our store and buy this toaster today.
(INSERT LOCAL NAME AND ADDRESS HERE)

Now Is The Time
To get that electric toaster
This is electric toast month and we are making a special effort to let everybody in on the benefits of electric toast.
Once you have eaten toast made on this fine electric toaster you will never feel that breakfast is complete without your toast.
Now $6.00
Toast can be made right at the table and eaten while still warm and delicious. Golden brown toast is healthful and gives you plenty of energy to start the day right and keep going at full steam until luncheon.
Toast Is Good For Many Occasions
Not only at breakfast can this toaster be used but for the children's lunch it will be very handy. Children will have their appetites appeased at noon or after school by appetizing toast sandwiches and have surplus energy for their work or play of the afternoon.
And for that bridge luncheon or midnight supper, toast sandwiches will satisfy. The convenience and speed of this electric toaster will be appreciated on such occasions.
(INSERT LOCAL NAME AND ADDRESS HERE)

A Plan Book of suggested ads and activities for the electric toaster and percolator concurrent advertising campaigns, participated in by manufacturers, central stations and dealers, has been issued by the commercial section of the National Electric Light Association. Two suggested newspaper ads, with inserted cut of one of the co-operating manufacturer's toasters, are reproduced.

We announce a signal achievement!

The New and Greater HOOVER

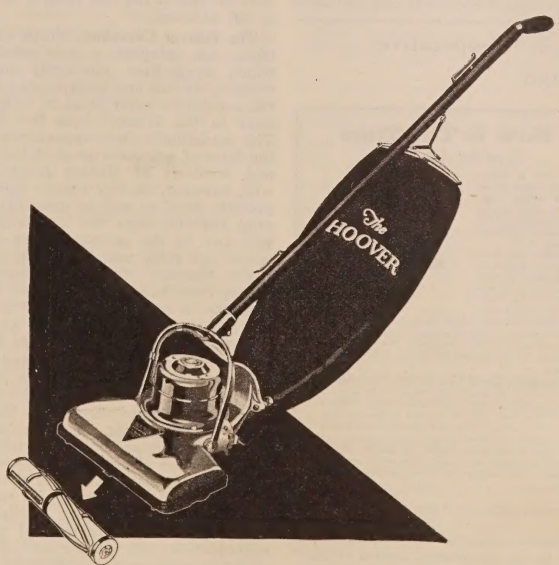
Model 700

New in design, it makes possible, for the first time, the *Positive Agitation* of floor coverings.

Spectacular in efficiency, it exceeds by 146% (average, in actual test) the cleaning efficiency of any other cleaner.

Strikingly beautiful, in form and finish; refined and improved throughout.

THE HOOVER COMPANY, NORTH CANTON, OHIO
The oldest and largest maker of electric cleaners
The Hoover is also made in Canada, at Hamilton, Ontario



News of the Electrical Trade

Reports on Industrial Lighting Activity Due April 1

Three prizes of $2,500, $1,500, and $1,000, as announced in the Plan Book of the Industrial Lighting Committee, are to be given to those districts staging the most effective campaign within the prescribed period, based on the following three points: percentage of factories brought up to a higher lighting standard; value to the rest of the industry of the facts and figures included in the district report; evidence of an educational value to industrial plants, civic organizations, and business groups, arising from the activity, resulting in such economies as increased production, fewer accidents and less labor turnover.

Reports should cover the period up to March 1, and should be at the office of the Industrial Lighting Committee not later than April 1, 1926. Winners will be announced and prizes awarded at the N. E. L. A. Convention at Atlantic City in May. Judges are Earl E. Whitehorne, chairman, Contributing Editor, *Electrical Merchandising;* Dugald Jackson, professor of Electrical Engineering, Massachusetts Institute of Technology; James E. Davidson, president, National Electric Light Association; Edward W. Lloyd, chairman, commercial section, National Electric Light Association; and Merritt Lum, vice-president, A. W. Shaw Company, Chicago, Ill.

Electric Sign Manufacturers' Association Organized

Members of the Society for Electrical Development who are engaged in the electric sign business held a meeting on Jan. 23 in the rooms of the society in New York City and drew up plans for an association of electric sign manufacturers and others connected more indirectly with that industry. Some of the purposes of the association are the creation of a model ordinance to govern sign installation, to secure central station co-operation, to establish a source of information for the solving of technical problems, and to work out cost finding systems applicable to the whole industry.

Conventions Coming

AMERICAN INSTITUTE OF ELECTRICAL ENGINEERS, *New York, February 8-12.*

NATIONAL ELECTRIC LIGHT ASSOCIATION, SOUTH-WESTERN DIVISION, *Galveston, Texas, April 13-16.*

NATIONAL ELECTRIC LIGHT ASSOCIATION, 49TH ANNUAL CONVENTION, *Atlantic City, N. J., May 17-21.*

ELECTRIC POWER CLUB, *Hot Springs, Va., May 24-27.*

ELECTRICAL SUPPLY JOBBERS' ASSOCIATION, *Hot Springs, Va., May 31-June 4.*

ASSOCIATED MANUFACTURERS OF ELECTRICAL SUPPLIES, *Hot Springs, Va., June 7-12.*

PACIFIC COAST ELECTRICAL ASSOCIATION, *Los Angeles, Cal., June 8-11.*

The Wirt Company, Germantown, Philadelphia, Pa., has made several changes in its sales organization. The New York and New England territory is in charge of the company's direct factory representative, J. B. White, with offices in New York. Henry W. Punke is representing the company in the Chicago and middle west territory. His headquarters are at 738 West Monroe Street, Chicago, Ill. Philadelphia and the Atlantic coast territory is being handled by R. L. Gilmore, with offices in Philadelphia. L. F. MacGronan, also located in Philadelphia, is handling the Pittsburg and central southern territory.

The First Alabama Electrical Exposition, under the joint auspices of the Alabama Electrical League and the Birmingham *News*, will be held at the Birmingham Municipal Auditorium the week of March 15.

The H. B. Sherman Manufacturing Company of Battle Creek, Michigan, manufacturer of brass goods, has completed an expansion program which included the erection of several new buildings, and the complete remodeling and modernizing of the plant. The increased size of the plant and its greater efficiency are expected to result in a production increase of nearly one hundred per cent.

The Benjamin Electric Manufacturing Company held a sales and advertising conference in Chicago, Feb. 4-6.

Electric-Refrigerator Manufacturers Approve Co-operative Program

A group of leading manufacturers of electrical refrigerators met at the Westchester - Biltmore Country Club, Rye, New York, January 28, 29, and 30, in the third of a series of meetings called for the purpose of considering the possibilities for co-operative activities which would benefit the industry as a whole. Representatives of the following companies attended

Copeland Products Company.

Delco-Light Company (manufacturers of Frigidaire).

General Electric Company.

Kelvinator Corporation.

Nizer Corporation.

Servel Corporation.

The educational and market-development program offered by The Society for Electrical Development was enthusiastically approved by the departmental committees and an appropriation of $100,000 was made by the executive committee. The program calls for a series of full-page advertisements in the *Saturday Evening Post* starting in May, 1926, which will be co-ordinated with the advertising of the individual companies. In these advertisements the Society will present to the public, over its own signature, the board advantages and benefits of electrical refrigeration in relation to food preservation, convenience, economy and home comfort in general. The program also calls for the production of neutral, educational literature suitable for the use of public utilities and others who are primarily interested in selling the idea of electrical refrigeration rather than a particular make of machine.

Another important feature of the plan was the appropriation of $10,000 for carrying on experiments to determine scientific facts about the preservation of food by some well-known scientist connected with one of the great universities of the country.

Local Dealer Councils to Be Formed

It will be the aim of the Council to foster a spirit of friendly co-operation, both nationally and locally. In particular, it is planned to organize local

The Automatic Electric Washer Co., Inc., of Newton, Iowa, recently closed its three-day sales convention at its factory in Newton, Iowa. About seventy-five salesmen and resale men, from all parts of the country were in attendance. The company has division offices in Portland, Oregon, Dallas, Texas, and Philadelphia. It is one of the oldest manufacturers of electric washers.

7 reasons

Why the Premier Duplex should be in *your* store

1 ***It is the most thorough cleaner made.***

You are the electrical authority of your community and should sell only the best appliances. The Premier Duplex has always come out *first* in all competitive tests.

2 ***It sells quickly—and stays sold.***

Three features sell the Premier Duplex quickly—and make it stay sold. Its *double action* thoroughness, that is strong suction and motor-driven brush—its ball bearing motor and brush which need no oiling—and its lifetime efficiency.

3 ***It needs no servicing.***

Both its motor and brush are ball bearing, packed in lubricant. In this way they are saved from breakdown, because they always have the *right* amount of lubrication. And the Premier is sturdily and simply built.

4 ***It carries a generous trade-in allowance.***

Any vacuum cleaner can be turned in for a *generous* allowance and the amount put to a new Premier Duplex. This is a big sales point.

5 ***A large national advertising campaign backs it.***

Monthly ads—black and white pages and two-color, two-page spreads—in the Saturday Evening Post. Ads in Liberty, Good Housekeeping, Ladies' Home Journal, Sunset, Woman's Home Companion and Pictorial Review. These build up the demand.

6 ***A large sales-organization to help you.***

The Premier Duplex has direct factory branches all over the country. These branches are prepared to help with men and material.

7 ***Each cleaner carries a big profit.***

Between the price you pay and the price you sell there's a big margin of profit.

WRITE OR WIRE TODAY

for details of the valuable Premier Duplex franchise.

Premier Duplex

ELECTRIC VACUUM CLEANER CO., Inc.
CLEVELAND, OHIO

Manufactured and Distributed in Canada by the Premier Vacuum Cleaner Company, Ltd., Toronto, Ontario.

councils, consisting of branch offices and distributors of electrical refrigerators, to be affiliated with the national body and with the local electrical leagues and clubs.

The Council will also promote co-operation with other associations interested in this field and will recommend the simplification and standardization of design and terminology in accordance with the recommended practices of the Department of Commerce. In general, the Council will be organized with a view to bringing to bear the influence and resources of the group for the development of the refrigeration art and business in the most effective fashion to the end that the greatest public service may be rendered.

E. G. Biechler, president of the Delco-Light Company, has been elected president of the temporary organization, with an executive committee as follows:

W. R. Wilson, president Copeland Products Company;

C. W. Stone, manager central-station department, General Electric Company;

A. H. Goss, president Kelvinator Corporation;

O. A. Glazebrooke, Jr., vice-president Nizer Corporation;

H. G. Scott, chairman of the board, Servel Corporation;

F. M. Cockrell, secretary.

The Federal Electric Company, 8700 South State Street, Chicago, Ill., initiated on February 5 a series of concerts broadcast from the Commonwealth Edison studios, and sent out over KYW, Chicago. Programs of the series, which are known as the Federal Master Artists concerts, are given every Friday evening beginning at 9:00 P. M., Central Standard Time.

New Laundryette Sales Manager

Paul K. Craig, recently made vice-president and secretary of the Laundryette Manufacturing Company, Cleveland, will also be director of sales. Mr. Craig gained a broad experience in the merchandising of electrical appliances through an activity in this field over a number of years.

The United Electric Company, Canton, Ohio, manufacturer of stationary and portable electric vacuum cleaners, has appointed Harry A. Duryea sales manager of the portable cleaner division, and has promoted Walter C. Wicker to the sales managership of the Tuec installed cleaner division.

The Wagner Electric Corporation announces the removal of its Omaha, Neb., office to 2566 Leavenworth Avenue.

L. P. Moore, widely-known contractor dealer of Wilmington, Delaware, announces that he has discontinued his contracting department and will continue in the wholesale and retail electrical supply business.

A. W. Berresford Enters Refrigeration Field

A. W. Berresford, who was vice-president and general manager of the Cutler-Hammer Manufacturing Company of Milwaukee for some twenty years, has just been appointed executive vice-president of the Nizer Corporation, Detroit.

His appointment follows closely the announcement of a consolidation of the Nizer Corporation with the Kelvinator Corporation and the Grand Rapids Cabinet Company, operating as divisions of the Electric Refrigeration Corporation. Mr. Berresford is an international authority in engineering, and has been president of both the Electrical Manufacturers' Club and the Associated Manufacturers of Electrical Supplies. Recently Mr. Berresford was elected vice-president of the American Engineering Council.

The Electric Refrigeration Corporation, Buhl Building, Detroit, Mich., has announced several recent appointments to executive positions. On February 15, J. A. Corcoran joined the organization as resale manager, A. W. Berresford as executive vice-president of Nizer Corporation, and Gordon W. Kingsbury, formerly secretary-manager of the Adcraft Club of Detroit, as advertising manager of Kelvinator Corporation. On March 1, August Jaeger joined the Leonard organization as assistant sales manager.

J. H. Bunnell & Company, 32 Park Place, New York City, manufacturers of electric fire-alarm apparatus, telegraph, radio equipment, and other electrical supplies, is now under the control of J. J. Raftery, formerly of the Western Electric Company and the Manhattan Electric Supply Company, Inc., and J. G. Dougherty, recently connected with the Illinois Steel Corporation.

Leaders of the Industry at New York League Luncheon

Rarely do so many electrical men of national prominence gather in one place at one time. The occasion was the combined luncheon of the N. Y. Electrical League and the Electrical Board of Trade of New York and the attendance was over 1,000.

Left to right, sitting: Edwin W. Herr, pres., Westinghouse Electric & Manufacturing Company; Thomas E. Murray, senior vice-president, the New York Edison Company; Charles G. Dubois, president, Western Electric Company; Arthur Williams, vice-president Commercial Relations, The New York Edison Company; George B. Cortelyou, pres., Consolidated Gas Company of New York; John W. Lieb, vice-pres. and general manager, the New York Edison Company; J. E. Davidson, pres., National Electric Light Association; standing: H. M. Edwards, vice-pres., N. Y. Edison Company; Philip Torchio, vice-pres., Electrical Engineering, the New York Edison Company; Charles L. Eidlitz, chairman, Board of Directors, Electrical Board of Trade of N. Y.; Albert L. Salt, pres. Graybar Electric Company; Frank W. Smith, vice-pres. and general manager, Western Electric Company; W. J. Drury, general manager, Western Electric Company; M. H. Aylesworth, managing director, National Electric Light Association, and Albert Goldman, Commissioner of Plant and Structures, New York City.

Buying Control

Continued from Page 6145

hand is to be *reduced* during the month, he *subtracts* the amount of the reduction from the sum of the sales and markdowns. If the stock is to be *increased*, he simply *adds* that amount.

In allotting purchasing appropriations, he does not take into account stock shortages. Theoretically they do not exist, but actually they are always present provided the accounts are accurate. Occasionally, you will have an overage instead of a shortage. This indicates an accounting error or "manipulation" of the stock prices. Neither should be tolerated. Such shortages are very properly used as a reduction of the book gross profit.

It is the stock shortages and the markdowns during the course of a season that account for the difference between the original gross margin ("initial mark-up percentage") and the end-of-season gross margin ("maintained mark-up percentage").

This is about all there is to the story of buying control, insofar as forms go. We have attempted to illustrate this text with a departmental operation, as shown on page 6144 of this issue. In many of the larger department stores it has been found advantageous to use an *interdepartmental* control of stocks and purchases, by *subdividing* the departments and applying the same system to each division. Of course this is merely carrying the departmental idea a step further, altho it has not been found practical to subdivide the daily sales. An example of this would be to subdivide a washing machine department into sections for each make carried.

Stick to It

As you read this, it may strike you as fearfully complicated. Actually, it is very simple, as you will find by working out the calculations shown in the illustrated form. Such a control system is a great aid in modern merchandising. With innumerable variations, none basic, it is used by department and chain stores generally.

Just a final word: If you decide such a system would be beneficial to your business, and install it, *stick to it.* Don't permit your enthusiasm for a particular promotion to sway you from its guidance. You understand, of course, that if the sales of a particular month fall *below* the estimated figure, or the purchases for any reason *exceed* their estimate, the amount in excess *comes off the next month's appropriation.* Thus you exercise a *thirty-day* control of your stocks and this is necessary if you are to exercise a seasonal and a yearly control. Experience proves that each month has its own problems and it is not safe to defer to a future time any necessary stock adjustment.

Samuel Adams Chase, special representative of the Westinghouse Company, has been engaged during February and early March in lecturing throughout the Southern States on "Selling the Electrical Idea to the Public." In Florida, however, Mr. Chase's topic was "Our Opportunity—New and Better Business." It is on such occasions, aided by the friendly ministrations of the weather man, that this gentleman, whose personal charm and gentle dignity would grace a United States Senator, unbends and gaily enjoys ice cream cones and hot dawgs.

New York Fixture Men Start Campaign to Increase Fixture Allowance

The New York Association of Lighting Fixture Manufacturers, at its meeting on February 3, unanimously decided that it would start a campaign expending from 15,000 to 25,000 dollars, to advise the public generally in the metropolitan district that "3 per cent of the cost of the new home is the minimum amount that should be allowed for lighting fixtures."

This campaign will be directed especially at the architect, interior decorator, speculative builder, home builder, home buyer and electrical contractor in a united effort to raise the fixture standard in the New York residences.

Graybar Makes Changes in Personnel

A number of new appointments and changes in personnel have been made by the Graybar Electric Company, formerly the supply department of the Western Electric Company. J. F. Davis, former sales manager at New York, has been transferred to the general staff of the company, with headquarters at 100 East 42nd Street, New York City. W. B. De Forest, former Kansas City distributing house manager, has been appointed sales manager of the company with headquarters in New York. R. F. Copes is now sales manager of the Norfolk, Va., branch, reporting to G. T. Marchmont, manager. E. H. Waddington is sales manager of the Kansas City distributing house, reporting to H. N. Goodel, district manager and manager since Kansas City has been made western district headquarters. George Corrao succeeds H. N. Goodel as manager of the St. Louis house. F. C. Caldwell manages the Houston, Texas, branch, reporting to R. W. Van Valkenburgh, Graybar manager at Dallas, Texas. C. V. Robinson is credit manager at Richmond, Va., succeeding F. S. de Gruchy, now with the credit department in New York City.

Where to Buy the Lamps Shown on Pages 6146-6147

George Donovan, 200 Fifth Avenue, New York City — Domestic pottery lamps with linen shades.

Carbone, Inc., 118 Fifth Avenue, New York City — Italian "Bassano Ware" lamp.

Crucet Manufacturing Company, 18 West Twenty-third Street, New York City—Marble floor and table lamps, and table clock in etched French glass.

F. W. Wakefield Brass Company, Vermillion, Ohio—Attachette.

Rindsberger Manufacturing Corp., 18 East Twenty-fourth Street, Chicago, Ill.—Rayglow Bridge lamp.

Colonial Lamp & Fixture Company, 5654 Lake Park Ave., Chicago, Ill.—Floorette, Dresden table and Boudoir lamps, wrought iron junior.

Warner Shade and Novelty Company, 18 West Eighteenth Street, New York City—Cast brass bridge lamp, ebony and gold decorated floor lamp, Italian bronze and marble table lamp, and duck jug.

Art Lamp Manufacturing Company, Chicago, Ill.—Junior with Holophone unit.

The Square D Company, Detroit, Mich., announces the appointments of several new salesmen and the promotions of others. G. E. Daub has become a member of the sales force in the Atlanta territory with headquarters at Birmingham, Ala.; Roy L. McCreary is now a salesman in the Cleveland territory with headquarters at 715 Hippodrome Building, Cleveland, Ohio; J. F. O'Hara has returned to the company as a salesman in the Detroit territory; Jack Kingsley has been appointed branch sales manager of the Springfield, Mass., territory, and C. L. Hull has been appointed eastern district sales manager with supervision over the Baltimore, Philadelphia, New York, Springfield, Boston and Syracuse territories. S. A. Rapier has been made export manager of the company, with headquarters at 30 Church Street, New York.

X-Ray Super Reflectors

TRADE MARK REG.

Super Light—Why?

Up-to-the-minute merchants the country wide are realizing that *more light in the show window means more sales in the store.* X-Ray *Super*-reflectors have made possible the use of the efficient 500-watt Mazda lamp—thus revolutionizing show window lighting.

Sell Giant and Leviathan Reflectors—merchants want and need them!

CURTIS LIGHTING, Inc.
1119 W. Jackson Boulvard
CHICAGO
31 W. Forty-Sixth St.
New York
3113 W. Sixth St.
Los Angeles

GIANT No. 900

Holders and Mogul Sockets Free!

The Greatest Buying Service *ever offered the* Electrical Trade

Every month a 72 page book in full color.
5000 double guaranteed, fast selling items.
Net prices—plain figures.

Your buying problem solved.
How many hours are lost locating list price catalogs?
How many errors are made in figuring discounts in a hurry?
How many times have you taken a chance in a bid and said "Oh that cost is about right?"

None of That Here

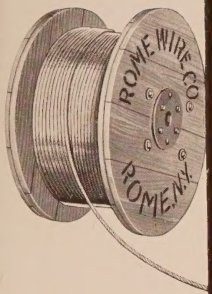
When you need information, prices and data on one or a 1000 different electrical articles, they are here; instantly available, well displayed, just right for quick reference. Backed by a house that has served the trade for more than 30 years.

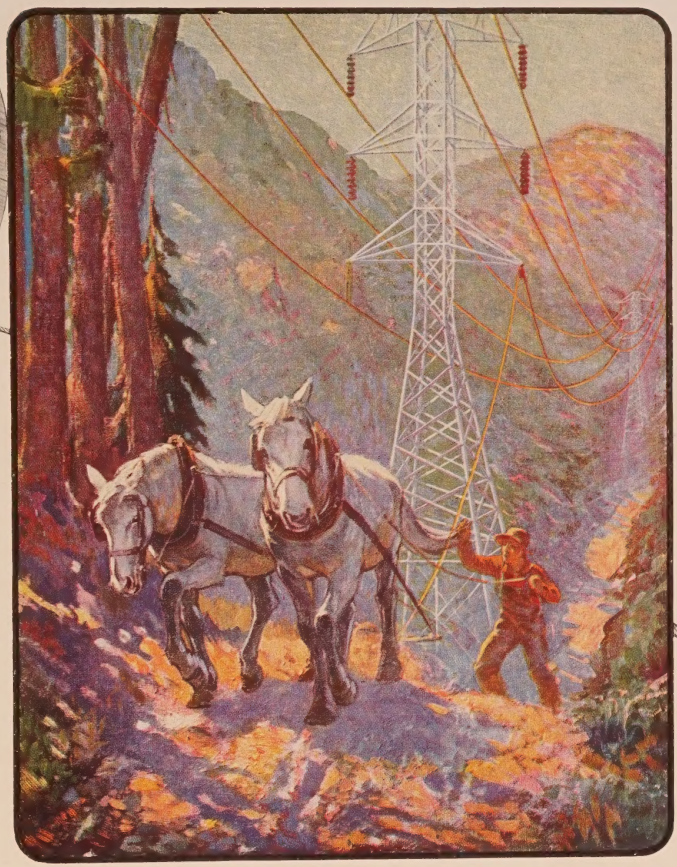
"Peerless Light"—Issued Monthly—Ask for It

CHICAGO NEW YORK SAN FRANCISCO OAKLAND

Peerless Light Company

General Office and Factory : 663 West Washington Blvd., Chicago, Ill.





Power's highway to industry

THROUGHOUT the vast network of copper highways which are gradually linking one great electrical generating system with another, Rome Bare Transmission Cables are doing their part to make the great conception of super-power a firm reality.

Starting in one small mill at the headwaters of the Mohawk, in the days when industry was watching the first great power line thrust its way eastward from Niagara, the Rome Wire Company has kept pace with the electrical industry. Today twenty acres of floor space are devoted to the production of all types of copper wires and cables—from the huge, wrist-thick strands that span the power lines to the tiny, hair-like wires that are used in fine precision instruments.

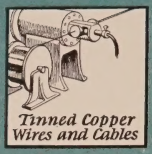
Rome Service, in the form of ample stocks, and competitive prices, is at your disposal, and an opportunity to quote on any of your wire requirements will always be welcome.

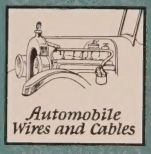
Stranded Copper Wire

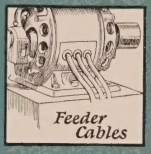
ROME WIRE COMPANY, ROME, N.Y.

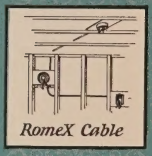
ROME WIRE

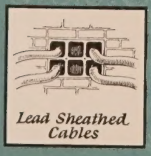
FROM WIRE BAR TO FINISHED COPPER WIRE

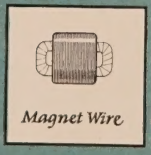


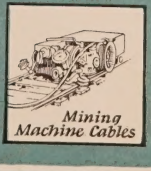


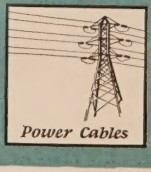


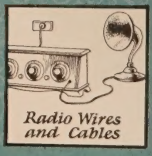












TRACE the pathway of power from its production by water-fall or steam to its final application to the wheels of industry, and you will find it made up of many Rome Wire Company products. But even that long journey will not give you a clear conception of the variety of wires and cables that we manufacture.

Nor will it give you an idea of the organization that stands back of these wires, ready to assist you in selecting or developing wires and cables most suitable for your particular needs.

For the electrical engineer in the central station, we have just completed a "Transmission Line Handbook." It contains valuable data, tables, and charts—and is but one of the services the Rome Wire Company renders to those men whose interests are the application of power to industry.

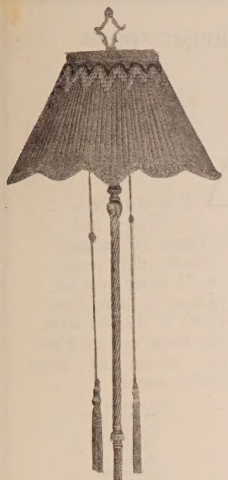
ROME WIRE COMPANY

Mills and Executive Offices: ROME, N.Y.

Diamond Branch: Buffalo, N.Y.

New York—50 Church Street
Boston—Little Building
Chicago—14 E. Jackson Blvd.
Detroit—25 Parsons Street
Cleveland—1200 W. 9th Street
Los Angeles—J. G. Pomeroy, Inc., 336 Azusa Street
San Francisco—J. G. Pomeroy, Inc., 51 Federal Street

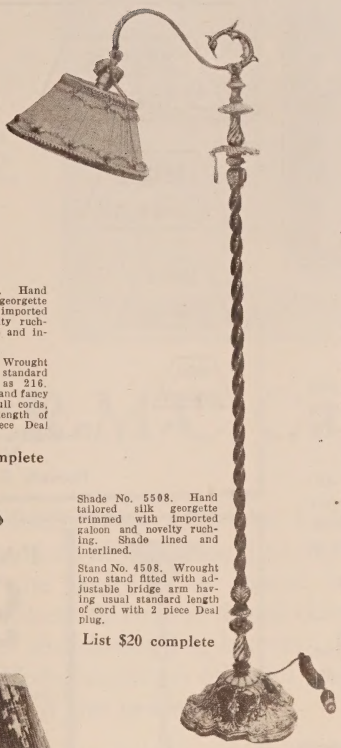
Central Stations need two or three leaders to draw the crowds!



Shade No. 5258. Hand tailored silk georgette trimmed with imported galoon and novelty ruching. Shade lined and interlined.

Stand No. 4258. Wrought iron fitted with standard equipment such as 216. Benjamin cluster and fancy finial, pair of pull cords, usual standard length of cord, and 2 piece Deal plug.

List $20 complete



Shade No. 5508. Hand tailored silk georgette trimmed with imported galoon and novelty ruching. Shade lined and interlined.

Stand No. 4508. Wrought iron stand fitted with adjustable bridge arm having usual standard length of cord with 2 piece Deal plug.

List $20 complete

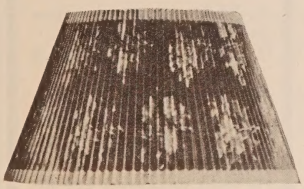
Prices shown are approximate retail prices. They are subject to large discounts which enable you to feature these lamps as specials without decreasing your regular mark-up.

Warner prices are away below average prices because of large-scale production methods.

Compare these values with any on the market and use these leaders to attract buyers.

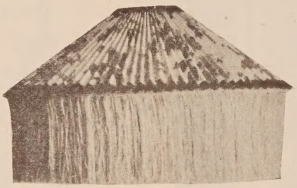
Establish your store as a good place to visit for good lamps at good values.

Order these by number in any quantity. We guarantee your satisfaction.



List Prices

8-in.	$24	Per Doz.
10-in.	32	Per Doz.
12-in.	40	Per Doz.
14-in.	48	Per Doz.
16-in.	58	Per Doz.
18-in.	72	Per Doz.
20-in.	96	Per Doz.



List Prices

18-in. $84 Per Doz.
1 Size Only.

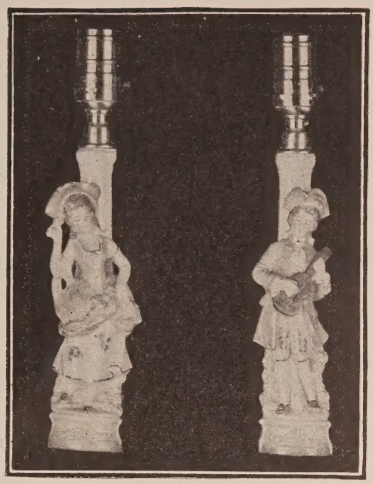
18 W 18 LAMPS and SHADES

Warner Lamps

Warner Shade and Novelty Company Inc.

18 West 18th Street ~ New York City

The House of Dresden Lamps



Pastel Boudoir Lamps

Assortment No. 26

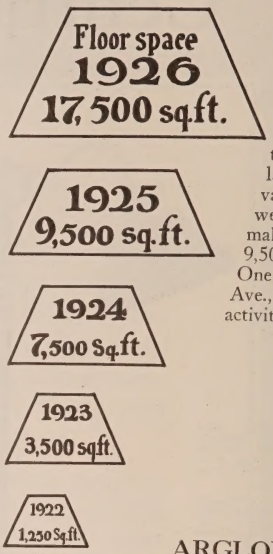
There are touches of rose, gold and blue in each of these charming porcelain figures which make the selection of harmonious shades an easy matter.

This assortment comprising eight different styles is offered completely mounted and wired, but without shades, at $30.00 per dozen list. This price subject to regular trade discount.

An interesting catalog will be sent free on request.

FOURMAN BROS. & CO., Inc.
26 West 23rd Street, New York
Representing the Sitzendorfer Porcelain Works in America

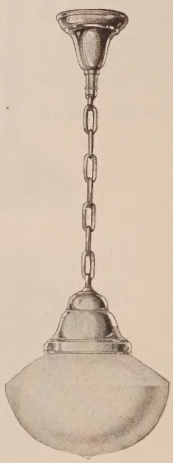
You made us rent larger space again *this* year—thanks!



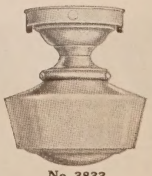
Now with better shades and lamps at greater values than ever, we'll repay you for making us jump from 9,500 to 17,500 sq.ft. One block *east* of Fifth Ave., where all lamp activities center.

Velvete'en Shades
Gravure Shades
Silk Shades
Parchment Shades
Metal Junior Lamps
Metal Bridge Lamps
Boudoir Lamps
Table Lamps

ARGLOMACO, Inc.
114-120 East 23rd St. (5th Ave.)
New York City
Formerly 22 W. 23rd St., New York



No. 3808



No. 3833

FARIES UNITS

9 Points For Easier Sales and Profits

1. Wide range of styles meet the exact demand.
2. Pleasing designs add well to surroundings.
3. Contours of glass produce an even distribution of pure white, most restful light.
4. Built to be dust and insect proof.
5. Simplicity of construction makes unit easy to clean.
6. Variety of standard finishes.
7. Special finishes supplied to order.
8. Inside of holders finished in a reflecting and durable frosted aluminum.
9. Reasonable prices.

Write for Catalog

FARIES MFG. CO.
Dept. E-3 Decatur, Ill.

New R-M-C Catalog 1926

INTERESTING additions to the R-M-C Line are shown in a new catalog, just out. Well planned variety makes the contents of special importance to dealers. All numbers have individual charm to suit the varying tastes of discriminating buyers. Delightful designs and tasteful combinations of form and color make this display out of the ordinary.

Fair prices assure popularity, and guaranteed quality assures satisfaction. You can have one of the new R-M-C catalogs by filling out and sending the coupon below. Or, if you request it, our representative will show you the line in your own store.

RINDSBERGER MFG. CORP.
22 East 24th Street : Chicago, Illinois

Permanent displays with
S. KARPEN & BROS.
811 South Wabash Avenue
Chicago
37 & Broadway, New York
420 S. Spring St., Los Angeles

R-M-C GUARANTEED LAMPS

Rindsberger Mfg. Corp.,
Chicago, Ill.
Please send me one of your new catalogs
Please have your representative show
me the new R-M-C Line at my store
Name.....
Address.....
Buyer's
Name.....
Check your request below ◇ ◇

'Twas a light that made
Darkness itself appear
A thing of comfort.
—*Southey*

LAMP NUMBER 55

A Louis Sixteenth French Lamp

Marble Base—One Light
Height—22½ inches

Shade Number 2643
Taffeta

Oval in Shape
12 in. Wide

WILLIAM R. NOE & SONS
43-47 EAST 10TH STREET
NEW YORK CITY

Everything for Illumination but the Light

Wrought Iron
Furniture
Lamps
and
Novelties

No. 652
Pull
Chain Sockets
Two Adjustable
Lights

Height 27-in.

Shade 16-in.

Floor
Table
Bridge
Candle and Torchiere
Lamps

Console Tables
and Mirrors

Coffee, Card, Library
and End Tables

Fern, Ivy, Aquarium
and Smoking Stands

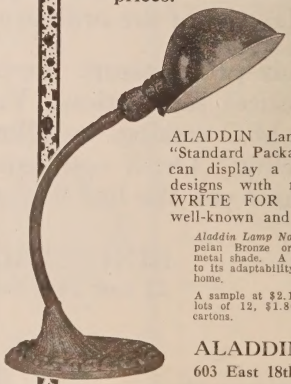
Upholstered Settees,
Stools and Chairs

Catalogue Furnished
Upon Request

ROMAN ART IRON WORKS, INC.
520 West 24th Street, New York City

GOOD VARIETY—YET

you need not carry a large stock to have quality lamps at quantity prices.



ALADDIN Lamps are assorted at "Standard Package" price so that you can display a range of colors and designs with minimum investment. WRITE FOR your catalog of this well-known and widely accepted line.

Aladdin Lamp No. 74, Verde Green, Pompeian Bronze or Statuary Bronze with metal shade. A very popular number due to its adaptability in the office, study and home.

A sample at $2.16 net; quantity price in lots of 12, $1.80. Packed in individual cartons.

ALADDIN MFG. CO.
603 East 18th St., Muncie, Ind.

"ALADDIN"
ELECTRIC PORTABLE
QUALITY AT A PRICE LAMPS

Dresden Figure Boudoir Lamps

Made of fine bisque in many appropriate and attractive subjects, decorated in brilliant colors and ornamented with gold.

In dozen lots from stock, mounted with standard socket two-piece plug and silk cord at $78.00 per doz. for the number 3/7 or the number 3/5005. Height, 9 and 8 inches respectively, unmounted.

As most electrical dealers and service stations are equipped to mount their own lamps, we offer many subjects unmounted, each lamp has the nipple with a ⅛-inch thread attached, making it a simple and quick operation for you to attach *your own mountings*. For unmounted lamps sold in case lots only containing either 6, 12 and 18 dozen to a case we offer these from $26.40 a dozen up. Write for further particulars and photographs.

Regular trade discounts allowed from these list prices.

LAZARUS & ROSENFELD, Inc.

98 Fifth Avenue, New York City

NEW WALL POCKETS *and* HANGING VASES

These popular items, for which there is an all-year sale, reach their peak in the Spring and Summer. This is, therefore, the time for you to stock them in qunatity.

New numbers in all kinds of flower holders and arrangers are now in stock here. They are very reasonably priced and come in a wide assortment of styles, sizes and materials.

Send for our new catalog showing this attractive line, as well as many other gift items.

TAIYO TRADING CO., Inc.

Importers of Japanese Goods

101 Fifth Ave. New York

327 W. Madison St. Chicago

New England Rep.—N. Masuda Co., 99 Bedford St., Boston.

Lamps for Central Stations

For March Sales

Let us show you the lamps that central stations in leading cities are selling in volume. Workmanship and finish of the best. Priced attractively. Lamps illustrated are two of the most popular Central Station numbers.

Let us quote.

Artcraft Iron Works, Inc.

2 East 23rd St., cor. Broadway, New York

Room 310 Telephone Caledonia 7986

An Outstanding Value from a Fast Selling Line

Central Stations can profitably merchandise this attractive table lamp. It is of unusual value.

$3.75 COMPLETE

In cartons of 12 only.

In single cartons 50c. extra.

This is a wrought Iron Table Lamp artistically finished with a pleated georgette shade in various beautiful color combinations.

We make a complete and distinctive line of table and floor lamps in a wide range of prices. Ask for illustrated circular.

Hi-Art Lamp & Shade Co.
825 S. Wabash Ave., CHICAGO

SUN GLO
Chintz Shades

have become exceedingly popular.

There must be a reason.

Send for price list. You will be agreeably surprised.

SUN GLO STUDIOS
54 W. 21st St. A National Organization New York City
Tel. Watkins 5154

Surplus Stocks Are Easily Disposed of *Through the*
"SEARCHLIGHT SECTION"

"FOR SALE" announcements are carefully read by the trade.

"SEARCHLIGHT" Ads bring prompt and profitable returns.

Displayed—$4.50 or less an inch per insertion.

0143

Electrical Contractor

Electrical Dealer

Central Station Man

Electrical Jobber

Electrical Merchandising *is "Your Paper"*

You are holding in your hand the foremost electrical how-to-sell publication printed today. Are the members of your organization receiving the benefits of its service? Think what it would mean for them to receive their own individual copy each month, to read at their leisure in their home. This is one trade paper that your people will read and from which they will derive untold benefit. Make sure that they do read it by seeing that they recieve their own, individual copy.

$2 a year

Electrical Merchandising,
Tenth Ave. at 36th St., New York City, N. Y.

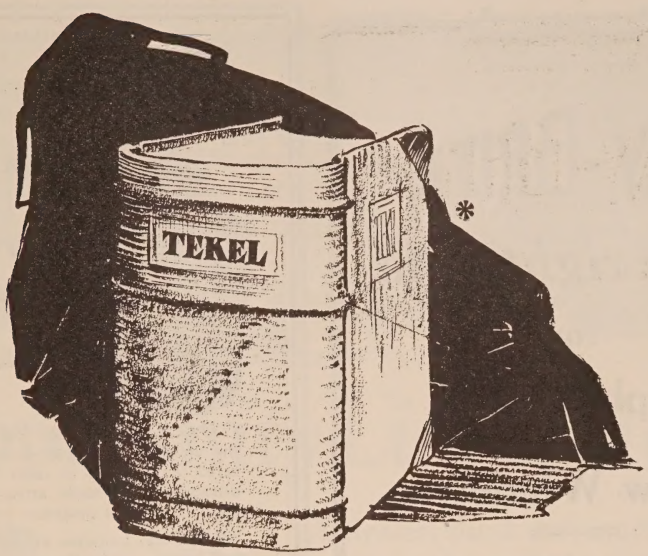
Enter my subscription to *Electrical Merchandising* for one year. I will remit upon receipt of invoice.

Name .....

Address .....

Position .....

Company .....



A very large book

could be compiled with the E.T.L. reports on experimental models of devices and appliances found, on test, to be lacking in qualifications necessary to the successful operation which means marketability for the dealer.

Naturally these tests have saved large amounts of promotion money.

And in such cases the tests have often been the means toward a successful redesign.

It is expensive for the dealer to have his customer do the testing.

* *Daniel V*
27 TEKEL; Thou art weighed in the balances, and art found wanting

Electrical Testing Laboratories
80th Street and East End Avenue
New York City

KNOW
—by test

DAY-BRITE

Trade Mark Reg.

is the right light

for

Display Cases

Show Windows

Banks and Theatres

Art Galleries

Churches and Schools

Indoor Signs

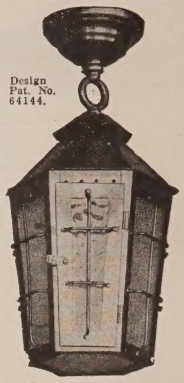
Our 1926 Program

Calls for 100% co-operation with the dealer. We have attractive envelope stuffers suited for the type of lighting you would like to sell. These are furnished, gratis, with your name prominently placed.

Write today for catalog 5-A for complete detailed information on DAY-BRITE lighting. The sales possibilities in the DAY-BRITE line are unlimited. Add this real profit maker to your business.

DAY-BRITE REFLECTOR CO.
703 South Broadway, St. Louis, Mo.

"THE HOUSE OF A THOUSAND LANTERNS"



G·G·G·

Lanterns *are ready sellers*

Made of Copper

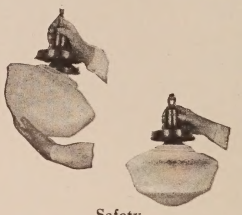
G.G.G. Copper Lantern Designs appeal to the architect and home-lover. Manufactured in U. S. A. to meet the increasing demand for well-made, attractive, weatherproof lanterns at moderate prices.

All **G.G.G.** Lanterns are made of copper and bronze. "Weatherproof Copper Lanterns Never Rust." "First Cost is the Last Cost."

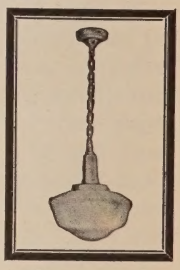
Send for catalog, Dep't M

GRUBER BROTHERS
392 Broadway, New York City

These advantages make money for the contractors



Safety
Screwless Holder



The whole unit is packed complete in one carton *ready to hang*. There's no handling. There are no parts to lie around and get scratched and shopworn. There are no "orphans" to collect dust on your shelves.

Fullerton lighting products are standardized all the way through, with an established resale price which assures a real profit for you.

They are sold through your regular supply jobbers, whose stock you draw upon instead of tying up *your* money.

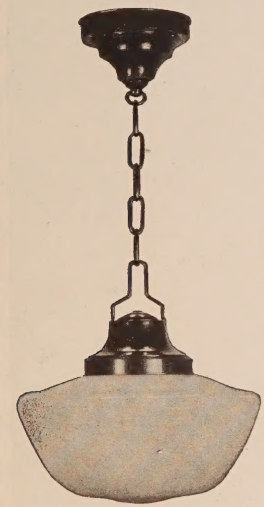
Send for literature featuring the new patented holder shown above, and for particulars of the Fullerton sales policy.

FULL-O-LITE
Brightens the Night

*Reg'd. U. S. Pat. Off.

FULLERTON ELECTRIC COMPANY, Inc.
Established 1907
20 West 17th St., Near 5th Ave., New York City

Opportunity Lies at Home!



MANY dealers think they must go far afield to find their sales opportunities. Yet their best, their most natural opportunities, lie close at hand.

Seven out of ten stores are poorly lighted. Right in your own community, every one of the seven owners would be interested if you demonstrated the M-B Safety Holder. He could not help but see the big difference. He would grasp the advantages — the better light, the simplicity of the M-B — the ease in handling the glassware — the perfect safety — the attractive lines.

Our new M-B Sales Plan will help you sell better lighting to these store owners. It will dig up profitable business for you. A request to our nearest Branch will bring you a copy of the M-B Sales Plan and will tell you just how to put it to work.

MOE-BRIDGES COMPANY

Factory and Main Offices: MILWAUKEE

Branches: NEW YORK — DETROIT — MINNEAPOLIS — SAN FRANCISCO — LOS ANGELES

MOE-BRIDGES

Residential & Commercial Lighting Equipment.

ANNOUNCEMENT TO THE LIGHTING FIXTURE TRADE

The Ivanhoe Line of Residential Lighting Fixtures

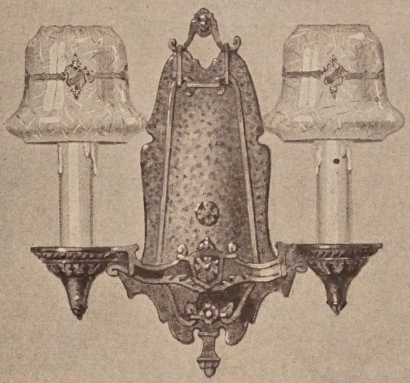
ENGAGED in the manufacture and sale of industrial lighting equipment, commercial lighting units and residential glassware for almost a quarter century, Ivanhoe now enters the residential fixture field. The initial offering is a solid brass line of eighteen pieces, done in pleasing SPANISH-ITALIAN design. This addition to the Ivanhoe line allows Ivanhoe dealers to offer a *complete* lighting service.

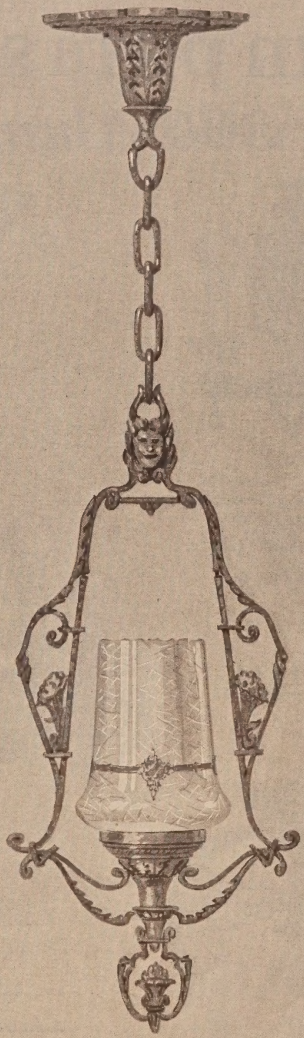
THE method of marketing this line of residential fixtures will be governed by the well-known Ivanhoe policy — distribution through appointed distributors, satisfactory profits to dealers, carefully planned re-selling helps, and genuine value for the consumer. The marketing plan including essential sales data is in the hands of most of Ivanhoe distributors now. Get in touch with the one nearest you or write to us for the complete story. Ivanhoe Division of the Miller Company, Cleveland, Ohio.

IVANHOE

GLASSWARE ~ FIXTURES

ANNOUNCEMENT TO THE LIGHTING FIXTURE TRADE





IN the design of these Ivanhoe fixtures, brass and glass were regarded as means to an end and not as ends in themselves. Each item in the line is beautiful in itself—and each item also does a correct lighting job. The shades and the fixtures were designed to harmonize with each other and both were built around the New Mazda Lamp. To us this fact is a source of satisfaction; to you it should suggest an easy way to assume a position of leadership in your local market—and to profit most as you serve best. Ivanhoe Division of the Miller Company, Cleveland, Ohio.

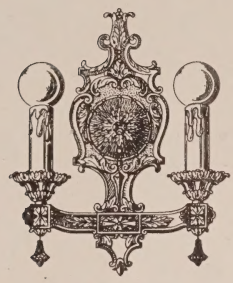
IVANHOE

GLASSWARE ~ FIXTURES

Acme Lighting Products

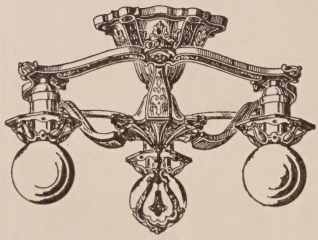
Comparison Proves

300 Aluminum Poly Line in

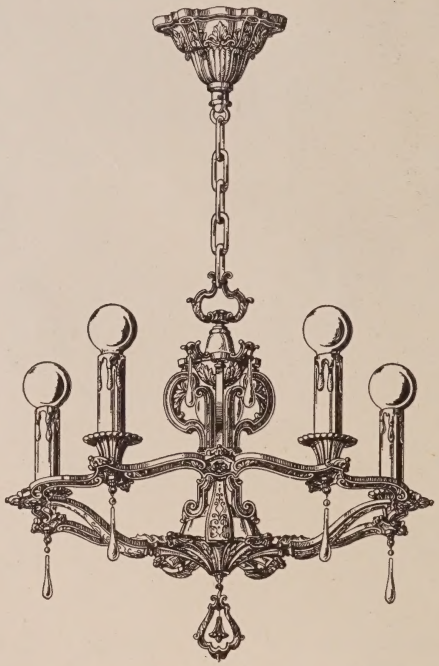


No. 312C
Length 12 in. Spread 9 in.
Wired with Keyless Sockets and Canopy Switch
Florentine Finish 3.90
Byzantine Finish 4.15

QUALITY



No. 303½
Length 10 in. Spread 12 in.
Wired with Keyless Sockets
Florentine Finish 5.25
Byzantine Finish 5.60



No. 305C
Length 36 in. Spread 19 in.
Wired With Keyless Sockets
Florentine Finish 9.75
Byzantine Finish 10.75

Stock Finishes
Florentine Polychrome
Byzantine Polychrome

No. 311C
Length 12 in. Spread 5 in.
Wired with Pull Chain Socket
Florentine Finish 2.90
Byzantine Finish 3.10

SERVICE

No. 311D
Length 12 in. Spread 5 in.
Wired with Key Socket
Florentine Finish 2.60
Byzantine Finish 2.85

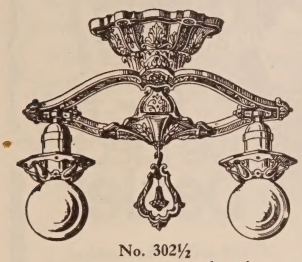
OUR 1926 CATALOG SHOWS SEVERAL NEW LINES

ACME MANUFACTURING CO.
2114 Woodland Avenue CLEVELAND, OHIO

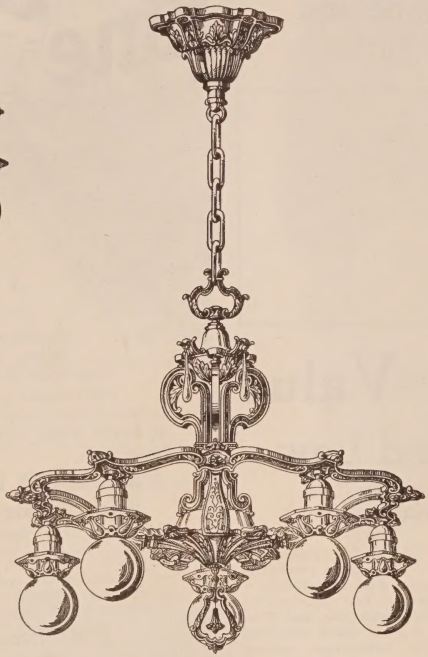
Acme Lighting Products

Acme Excels in Values

Stock for Immediate Delivery

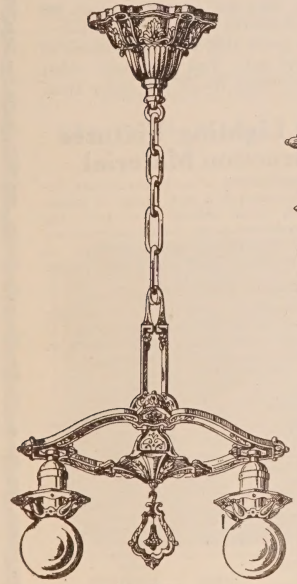


No. 302½
Length 10 in. Spread 10 in.
Wired with Keyless Sockets
Florentine Finish 3.60
Byzantine Finish 3.90



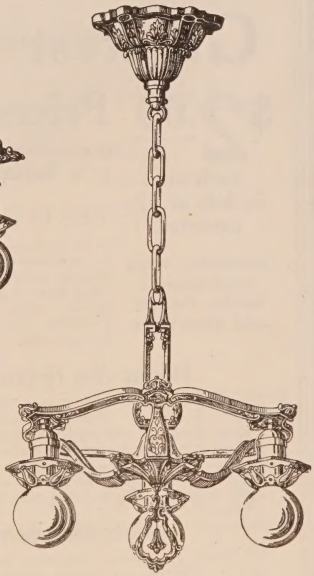
No. 305D
Length 36 in. Spread 19 in.
Wired with Key Sockets
Florentine Finish 9.75
Byzantine Finish 10.75

No. 301
Wired with Pigtail Receptacle
Florentine Finish 1.60
Byzantine Finish 1.75



No. 302D
Length 36 in. Spread 10 in.
Wired with Key Sockets
Florentine Finish 3.85
Byzantine Finish 4.20

Acme Features:
Quality
Service
Economy



No. 303D
Length 36 in. Spread 12 in.
Wired with Key Sockets
Florentine Finish 5.50
Byzantine Finish 5.85

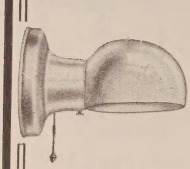
WRITE FOR CATALOG SHOWING ALL LINES IN COLORS

ACME MANUFACTURING CO.
2114 Woodland Avenue CLEVELAND, OHIO

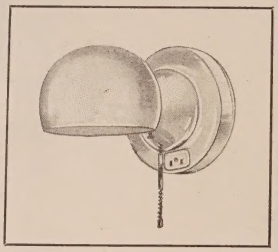
QUAD LIGHTING UNITS

No. 227

The porcelain finished steel wall bracket with revolving shade and convenience outlet



PACKED ONE IN A CARTON



Greatest Value

$2.09 Priced Low—

each net in lots of 12 assorted

complete with convenience outlet switch and glassware

a combination that gets business—

FEATURES The reason for Quad popularity is its features. And, in addition, it is constructed of best materials so that its quality goes thru and thru. Then there is price, which completes Quads' selling advantages, making it possible for you to get more wall bracket sales.

What the features are

Porcelain finish on steel means better appearance and greater durability. Has a revolving shade permitting turn of shade to any angle at touch of hand. No supporting screws in holder are visible. Has a well insulated pull chain. Standard finishes are white and ivory. Other tints obtainable on special order. A convenience outlet in holder also included even at this low price.

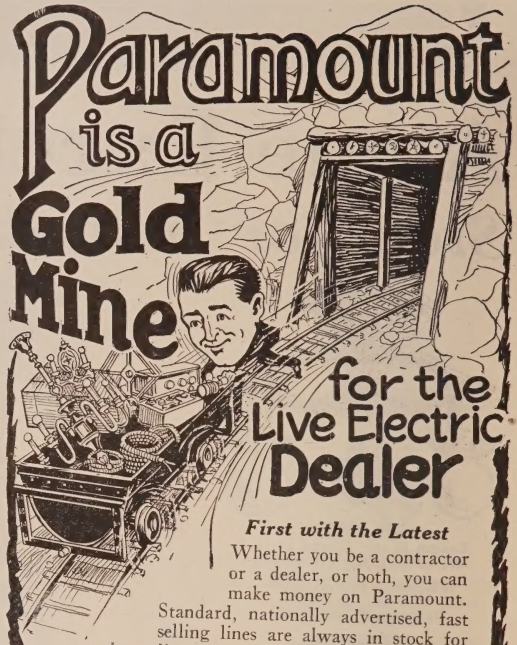
Meets the demand

Wherever a sanitary, attractive, good bracket lighting unit is required, for private homes, hotels, washrooms, corridors of public buildings, hospitals, clubs, etc. you can get the installation with this, "greatest value" Quad Bracket Unit. Comparison will show you why you should specialize on the Quad to meet the big demand.

We are manufacturers of the well-known Quad Daylight Kitchen Unit.

QUADRANGLE MFG. CO.
553 W. Monroe Street
CHICAGO

Paramount is a Gold Mine for the Live Electric Dealer



First with the Latest

Whether you be a contractor or a dealer, or both, you can make money on Paramount. Standard, nationally advertised, fast selling lines are always in stock for immediate shipment at lowest prices—comparisons prove this, as our thousands of customers have found out. You get exactly what you want when you want it—if you order from Paramount.

Paramount Lighting Fixtures and Construction Material

The largest, most complete line of up-to-the-minute fixtures from our great factories in a wide range of prices, beautifully catalogued, make selling easy with big profits. And a most complete stock of nationally-known construction material for every electric purpose is always on hand. Paramount prices are lowest prices.

Paramount for Radio

Proven material—nationally advertised lines—fully stocked—order by brand name—no substitution at Paramount, whether full sets in cabinets, or merely parts.

Accuratune
Acme
All American
Amsco
Apco
Apex
Apollo
Apollodyne
Atlas
Baldwin
Balkite
Belden
Benjamin
Bradley
Brandes
Bremer-Tully
Bruno
Cardwell
Carter
Claratone
Cunningham
Cutler-Hammer
Deresnadyne
Eby
Erla
Eveready
Frost
E-Z Tube
Gee-Haw
General Instrument
Gold-Seal
Hemco
Hot Point
Howard
Jefferson
Jewell
Jones Multi-Plug
Karas
Kellogg
King
Kismet
Kodel
Kurz Kasch
Majestic
Marco
Mathiesen
Morrison
National Carbon
Perley
Premier
R. & W.
R. C. A.
Remler
Seal
Silver-Marshall
Steinite
Thordarson
Thorola
Tungar
Unity
Univernier
Utah
Valley Electric
Walbert

If Paramount Salesman, the big monthly catalog, doesn't reach you each month, write for it now.

PARAMOUNT
ELECTRICAL SUPPLY CO.
160-A W. Lake St., Chicago, Ill.
We Sell Exclusively to Recognized Dealers

Up-to-the-Minute Lighting for the Up-to-date Druggist

—*a selling suggestion for the lighting merchant*

EMPTY chairs at gloomy soda fountains speak volumes. They confess that Shadow is a profit taker. Where sanitary, appetizing appearances should predominate, poor light drives away desire for refreshment and kills the sale.

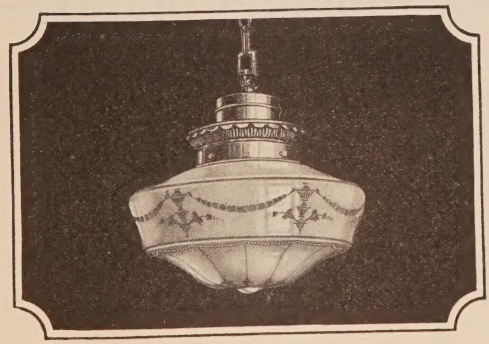
Plain business strategy prompts you to remind druggists, confectioners and other retailers in your neighborhood that bright, cheerful stores where good light plays an important selling part, get the trade. Merchants will welcome your suggestions and you will certainly welcome the business that comes your way as a result of them.

Let MONAX GLASS, "The Shadow Chaser," help you secure this business. It sprays a glarefree, sales-making light *uniformly* in all directions, yet absorbs scarcely any of it. It is easy to clean and keep clean. There is a MONAX shape suitable for every type of commercial lighting.

Macbeth-Evans can help you with your merchandising problems. Advice entails no obligation. Write for it.

Macbeth-Evans Glass Company
(*Eastern Division*)
DEPARTMENT D
CHARLEROI, PENNSYLVANIA

Shadow Discourages Sales



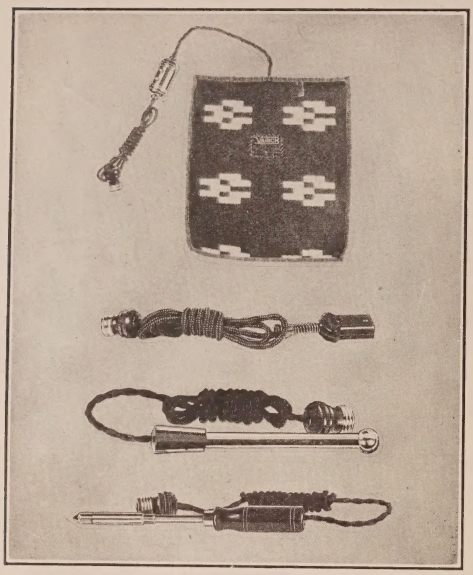
MONAX NO. 4148 K251
—*an effective globe often chosen for use in drug stores, a notable example being the McCulloch chain of stores in Pittsburgh, Pa.*

MONAX GLASS

The Shadow Chaser

for Commercial Lighting

VARICK



Quality
at big production prices!

***Heating Pad*—(4 models: $2.50—$6.50 List)**

Thermostat as well as units made in our own factory. Regulated and set to function at a fixed degree of temperature.

***Heater Cord Set*—(Standard 6 ft.) (List 75c).**

All our products guaranteed for one year. Quality at an appealing price for your customers and a real profit to you.

***Immersion Heater*—($3.00 List).**

Positive Insulation. Can be used in glass or metal container—floating or easily replaceable elements.

***Quality Soldering Iron*—(2 models: Model D $1.25 and Model C $1.50 List).**

2½ minutes and it's ready to solder. 100,000 already sold—Special points can be furnished—floating or easily replaceable elements.

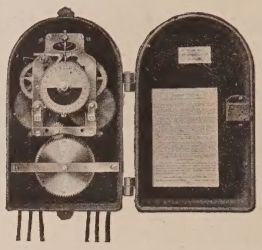
Model C iron has nichrome wound over porcelain, cemented and baked.

Write for Attractive Discounts

Distributors—Some Territories Still Open!

Varick Electric Mfg. Company, Inc.
324 West 42nd Street, N. Y.
SPECIALISTS IN HEATING APPLIANCES

Probably the *easiest* way a contractor can increase sales



It's easy to jog along at the same monthly profit, but if you want to *increase* your profit, this is without question the easiest way to do it.

Sell the merchants near you the idea of making their windows work for them at night as late as people are on the streets!

The Hartford Time Switch embodies more real and lasting value than has ever before been offered in any automatic time switch, including the special marine type eight-day clock movement manufactured exclusively for the Hartford Time Switch by Seth Thomas.

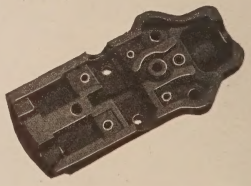
There is a Hartford Time Switch in just the right type and capacity for every time switch purpose.

Bulletins, Prices and information on request.

HARTFORD
TIME SWITCH

A. HALL BERRY, *Sole Sales Agent*
71-73 Murray Street, New York City

Two large molding plants—
at your service



MOLDED INSULATION
MADE TO YOUR
SPECIFICATIONS
BAKELITE AND COLD MOLD

American Insulator Corp.
52 Vanderbilt Avenue, New York City

AGLITE

TRADE MARK REGISTERED
PATENT APPLIED FOR

Porcelain Enamel Units

Cleaned In 3 Seconds!

And that's just one of the many reasons why hundreds of hospitals and business places and thousands of homes have installed Aglite Porcelain Enamel Units during the past year.

Completely insulated, attractive and compact, Aglites sell the instant they're seen. Their permanent porcelain enamel finish is guaranteed not to check, peel, tarnish, rust or discolor. And Aglite's perfectly smooth surface, entirely free from dust-catching screws or metal parts, fits them especially for places where good light and sanitation are rigidly required.

Every live electrical goods dealer should show a stock of Aglite Porcelain Enamel Units. They are made in a variety of types suitable for every need. The standard colors are white, old ivory, and gray.

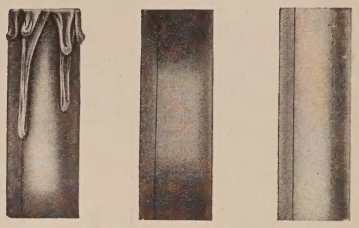
Send at once for information concerning our co-operative sales plan for dealers and literature describing Aglites in detail. No obligation whatever.

The EDWIN F. GUTH COMPANY
DESIGNERS - ENGINEERS - MANUFACTURERS
Lighting Equipment

2619 Washington Ave., St. Louis, Mo.

BRANCH OFFICES (Sales and Service) In Principal Cities

J220



Seamed—Grade C

Candles that help you sell fixtures —at prices that net you a profit!

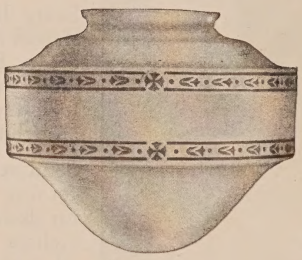
They're *die drawn!* The only candles without inside loose flap. Made entirely by automatic machinery, at consequent advantage in cost.

Elastoid now controls every step in the manufacturing process, even to the raw paper.

Send for details.

Elastoid Fibre Company
Exchange Street
WALTHAM, MASS.

BATHROOM LIGHTING



No. 918/457

Not just a light but an interesting decoration on a white globe made so that it ties in effectively with tile and wall colorings in the room. Furnished in Tan, Grey, Blue.

GILLINDER BROTHERS INC.
Port Jervis, New York

SALES ROOMS:
17 N. Wabash Ave., Chicago, Ill.
334 Stack Building, Los Angeles, Cal.
Corner Pine and Main Streets, Orlando, Fla.

Manufacturers of
"PEARLTONE"
Registered
The Red Labeled
Commercial Class

Newell Electric Company finds it pays to push entire Eveready line

MR. E. O. LITTLE, of the Newell Electric Company, Orlando, Florida, finds it good business for an electrical dealer to handle not only Eveready Flashlights and Batteries, but Eveready Columbia Dry Batteries and Eveready Radio Batteries as well. He writes:

"We are glad to state that we find the Eveready line a profitable one to handle and that we are meeting with success in selling these quality products."

Feature Eveready—the original flashlight and still the best by any comparison.

Manufactured and guaranteed by
NATIONAL CARBON COMPANY, INC.
New York San Francisco
Atlanta Chicago Dallas Kansas City Pittsburgh
Canadian National Carbon Co., Limited, Toronto, Ontario

EVEREADY
FLASHLIGHTS
& BATTERIES
—they last longer

SPRING
brings you
OPPORTUNITY!
OPPORTUNITY to sell Sterling Reflectors and Flood-O-Lite Jr. in greatly increased volume to merchants everywhere who want improved lighting equipment for their Spring Window Displays.
OPPORTUNITY for splendid profits from the sale of this lighting equipment, plus the work involved through wiring and installations.
These opportunities exist in practically every community. Why not capitalize on them by specially featuring Sterling Reflectors and Flood-O-Lite Jr. NOW?
Reflector & Illuminating Co.
1407 Jackson Blvd.
Chicago
U. S. A.

Make Your Windows Sell For You

Here are the methods that work

How can you make your windows pay?
How can you plan a radio window that will sell sets?
How can you plan a washing machine display that will get across?
How can you increase lighting fixture sales through your windows?
How can you sell your wiring services through the windows?
Get the facts about making windows pay. This book has them—hundreds of them—all sound, practical, usable.

Handbook of Window Display

By WILLIAM NELSON TAFT,
Editor, Retail Ledger.

428 pages, 5x8, illustrated, $5.00

Try This Good Idea

Connect interior flood-lights of store to outside push-button. Place sign inside window reading "To light store, push button." To call attention to sign use on-and-off flash. Economical, odd and of real sales value.

This Book Will Pay

The Handbook is literally an encyclopædia of window display ideas, plans and working methods, every one of which has been successfully tried out by well-known retail stores in every part of the country.

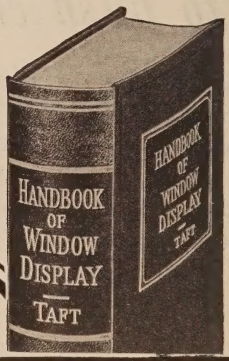
Better results from windows

As a working manual of window display advertising for window dressers, display managers, retail merchants, and students of window dressing, this new book is practically indispensable. It will be found equally valuable to manufacturers who market their goods through retail stores, and to the advertising agency which plans dealer-help material.

The book explains

—how to dress windows;
—how to arrange merchandise;
—how to use motion;
—how to use price cards;
—how to use color;
—how to make windows interesting;
—how to light windows;
—how to use display material;
—and hundreds of other points.

Just Out!



See it FREE

Mail the coupon

Examine this new help FREE

See this valuable book free. Mail the coupon and a copy will be sent for 10 days' examination. No obligation to purchase—no agents—no red tape. It's a book that will help you sell more. Mail the coupon now—today!

McGRAW-HILL FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc., 370 Seventh Avenue, N. Y.

Send me for 10 days' free examination Taft's HANDBOOK OF WINDOW DISPLAY, $5.00 net, postpaid.
I agree to remit for the book or to return it, postpaid, within ten days of receipt.

Name .....
Address .....
Position .....
Company .....
(Books sent on approval to retail purchasers in U. S. and Canada only.)

E.M.3-1-26

These Smart Strong Candles Help Make Fixture Sales

No. 1

Sprayed enamel, antique or special color finish. Drip. Seamless. Grade "A". Impregnated warp-proof, fibre tube. All lengths, all diameters.

No. 2

Sprayed enamel, antique or special color finish. Drip. Seamless. Grade "B." Fine die drawn insulating tube. All lengths, all diameters.

No. 3

Sprayed enamel, antique finish. Paper covered tube with seam. Good for cheaper lines. Grade "C". 4-in., 5-in., and 6-in. long. Edison Base Socket.

No. 4

Antique finish with drip on paper covered tube with seam. Not enameled. Ideal where price is paramount. Grade "F". 4-in., 5-in. and 6-in. long. Edison Base Socket.

No. 5

Made in "A" and "B" grades. Drip. Seamless. For candelabra, pull chain or keyless porcelain sockets. ⅛-in. I. D. x 1-in. O. D.; also ¾-in. I. D. x ⅛-in. O. D. All lengths 1 - in. to 18-in.

When Fibro Candles are placed on fixtures you get definite selling value which less fine candles cannot give.

Their accurate fit, their perfect round shape, their clean cut edges at top and bottom emphasize the fixture's own precise construction.

Their exquisite, lustrous, permanent finish, which does not crack, chip, mar or discolor, accentuates the fixture's beauty.

Their fibre or impregnated paper construction, making them strong and practically unbreakable, implies durability in all other parts.

Fibro Candles have been made well purposely. Their only object is to help make fixtures sell. Experience shows us that they are succeeding.

Why not try them out yourself?

Fibro Products Company
NEW BEDFORD, MASS.

New York Office
173 Lafayette St.
Phone Canal 9125

Los Angeles Office
3414 W. Washington St.
Phone Beacon 3516

No. 6

Made in "A" and "B" grades. Seamless. Any finish. Plain or drip. For small porcelain candelabra keyless sockets. ⅛-in. I. D. x 1-in. O. D.; also ¾-in. I. D. x ⅛-in. O. D. All lengths 1-in. to 18-in.

No. 7

Made in "A" and "B" grades. Seamless. Sprayed enamel finish. White, ivory or special shades. All lengths, all diameters.

No. 8

Same as No. 5, but with new style Tapered Top, similar to porcelain candles. Any finish, with or without drip. ⅛-in. I.D. x 1-in. O.D.; also ¾-in. I.D. x ⅛-in. O. D. Made in lengths 1-in. to 5-in. only.

No. 9

Same as No. 5 but with new style Tapered Top without drip. Any finish. Made in lengths 1-in. to 5-in. only.

No. 10

Made in "A" and "B" grades Seamless. New style Tapered Top, standard diameter, Edison Base. Any finish. With or without drip. Lengths 1-in. to 5-in. only.

FIBRO CANDLES

Generous Side-Profits Here for Electrical Concerns

Many of your electrical customers are electric-sign prospects.

By virtue of close contact with them, you are in a strategic position to talk electric signs to them.

"Authorized Flexlume Agent" opportunities exist in many communities thruout the U. S. Write for proposition.

We also build exposed lamp and other types of electric signs for those who prefer or require them.

FLEXLUME CORPORATION
1090 Military Road, Buffalo, N. Y.
Phone "Flexlume"—All Principal Cities
Factories also at Detroit, Los Angeles, Oakland, Calif. and Toronto, Can.

FLEXLUME CORPORATION

The Day-and-Night Sign

LACQUER IT WITH ZELLAC

ZELLAC

Coast to Coast Offices at Your Service!

San Francisco, Los Angeles, Denver, Chicago, New York —the reason we have offices in these cities is to give you the right service. Technical experts in each office—as well as the chemists at our factory—are at your disposal.

If it's a lacquer or lacquer enamel finishing problem—we've got the answer! Come in to see us any time at any of these six addresses. When we say service we're not talking opinion, but fact!

Attractive Zellac Tags furnished on request.

ZELLER LACQUER MFG. CO.
ZELLER BUILDING
20 East 49th Street **New York**

Stockrooms and Offices at
CHICAGO: 551 W. Lake St.
LOS ANGELES: 786 Ceres Ave.
SAN FRANCISCO: 67 Steuart St.
DENVER: Ormor Sales & Supply Co., 1428 Court Place, Distributors.

ZELLAC

ZELLAC

Window Lighting

A new, rugged, efficient, spot and flood light with color effects suitable for any mounting. It is just a recent addition to our large variety of lighting units for special lighting and effects. Get acquainted with Kliegl Bros. line.

Write for Catalogue K

Kliegl Bros.

Universal Electric Stage Lighting Co., Inc.
321 West 50th Street, New York, N. Y.

Stage Lighting Engineers—Designers and Builders of everything electrical for the stage and theatre. E

These R. L. M. Reflector Brands having been approved now bear this label

ELECTRICAL TESTING LABORATORIES

NAME OF MANUFACTURER
DOME 200
COMPLIANCE WITH REFLECTOR AND LAMP MANUFACTURERS STANDARD SPECIFICATIONS CERTIFIED
ELECTRICAL TESTING LABORATORIES

80th St. and East River
New York, N. Y.

E-6 Another Silverlite Reflector —More to Come

HERE is a new Silverlite Reflector specially designed for use with the new 60 and 100 watt type A lamps. It is particularly adaptable for use in small windows where high intensity is not desired or necessary.

E-6 has the same extension collar that is standard on all Silverlite Reflectors. Fits ordinary 2¼ in. holders. Like other Silverlite Reflectors E-6 is unbreakable (pure silver and pure copper inseparably joined) is of maximum efficiency, will not tarnish, is light in weight and packs compactly.

Write for complete details.

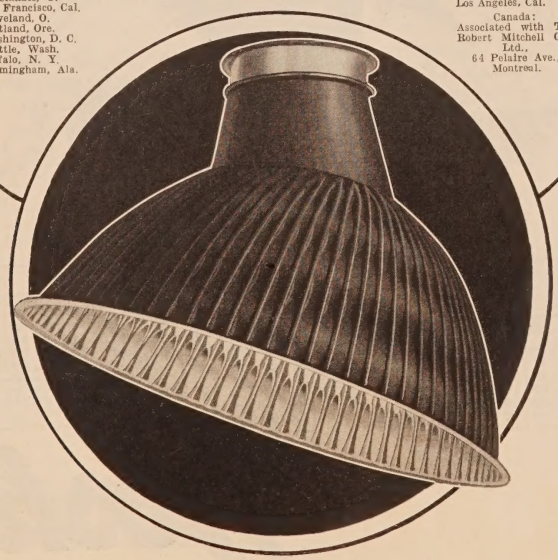
I. P. FRINK Inc.

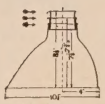
24th Street and 10th Avenue, New York

Chicago, Ill.
Boston, Mass.
Detroit, Mich.
Cincinnati, O.
San Francisco, Cal.
Cleveland, O.
Portland, Ore.
Washington, D. C.
Seattle, Wash.
Buffalo, N. Y.
Birmingham, Ala.

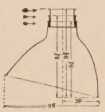
Philadelphia, Pa.
St. Louis, Mo.
Atlanta, Ga.
Pittsburgh, Pa.
Los Angeles, Cal.

Canada:
Associated with The Robert Mitchell Co., Ltd.,
64 Pelaire Ave.,
Montreal.





E-2—For use in high narrow windows.



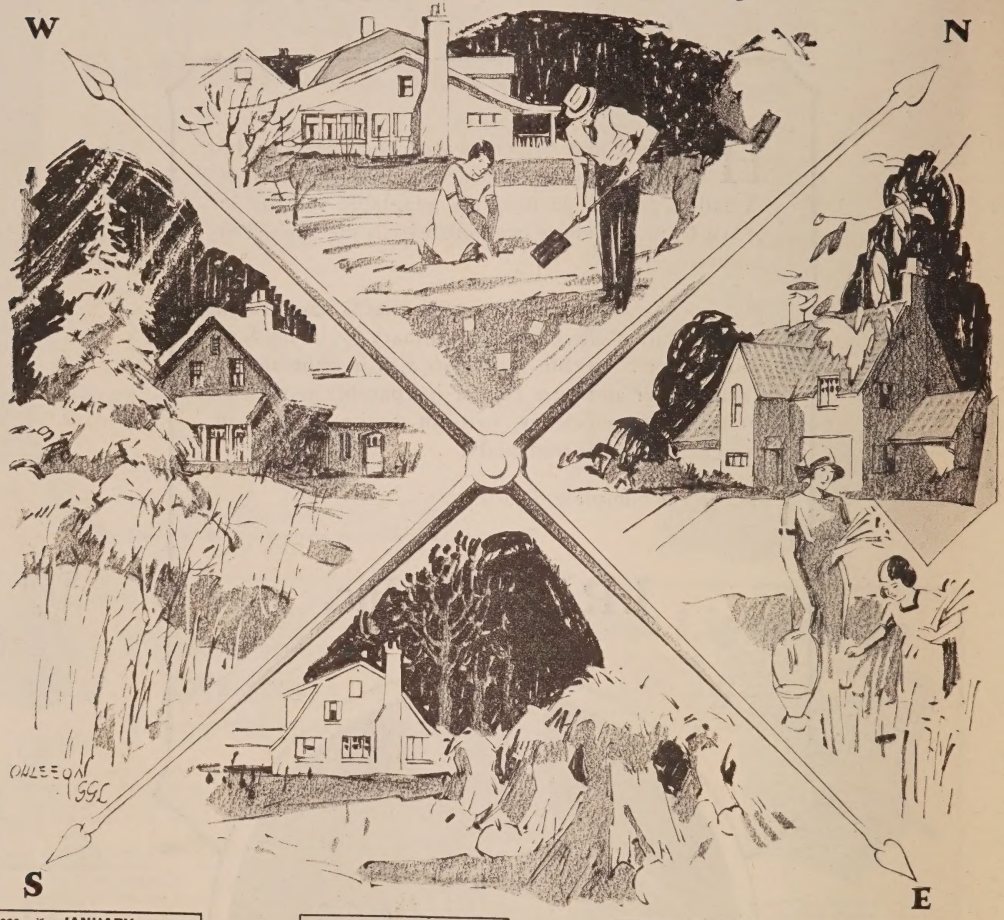
E-4—For use in low deep windows.

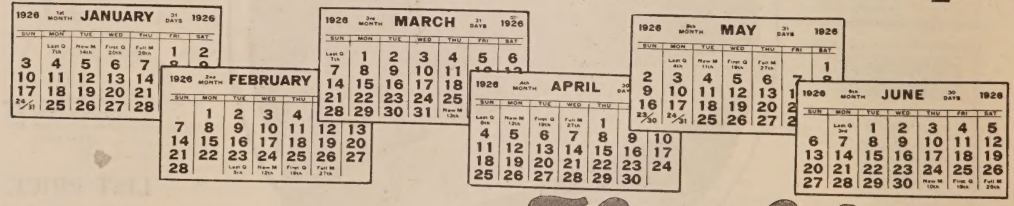
E-5 — For use through glass ceilings or other special uses.

LIST PRICE

E2—$5.00
E4—$5.00
E5—$4.50
E6—$4.00

An all-the-year





◇ ◇ ◇ Hoskins

THE WIRE THAT MADE

~round market for Electric Heating Devices!

The demand for electric heating devices is not seasonal. They are bought every month in the year, for convenience knows no season. Should salesmanship have a season?

Every home that has a baby needs a glow heater; every wired home uses coffee—there's your market for percolators; 120 million shirts are ironed every week, and most of them at home. Isn't that a pretty good electric iron market? And can it be true that only 2% of the wired homes can afford electric ranges? (That's all that have been sold). Surely, only ordinary sales effort would bring good returns from the unsold 98%. And do you know that only 13% of the wired homes have electric toasters?

This shows that your merchandising opportunity lies in your own store, through the sale of electric heating appliances, every season.

The margin of profit is high enough to be interesting, and the fact that the *good* heating devices give such good service makes the sales transaction a pleasant one, because it means a pleased customer—a customer who comes back to buy again.

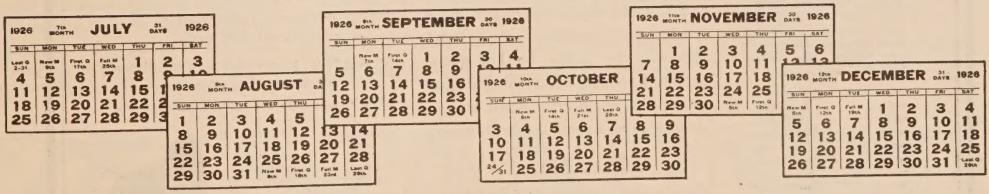
And back of all heating devices stands the heating element, most of which are made of CHROMEL, the original nickel-chromium alloy, discovered in 1906. This is the wire that put the electric heating industry on its feet, by giving it a heating element that wouldn't burn out. It is used in all the nationally advertised devices, so evidently it must be good.

A complete story of CHROMEL is told in "The Friendly Enemy," written from the viewpoint of helping your sales people sell more heating appliances. It will pay you to send for a copy.

Hoskins Manufacturing Company, Detroit, Mich.
4433 Lawton Avenue

New York *Grand Central Terminal* · Chicago *Otis Building* · Cleveland *Leader News Building* · Boston *Park Square Building* · San Francisco *1151 Market Street*

CANADIAN REPRESENTATIVES
Hiram Walker & Sons Metal Products, Limited Walkerville, Ontario



Chromel ◇ ◇ ◇

ELECTRIC HEAT POSSIBLE

ATWATER KENT RADIO

Let the March winds blow you trade!

Here are five facts for your March calendar:

Fact No. 1

February being the best month in the year for radio reception, the second best is—what would you say? December? January? No, March—with April not far behind. The United States Bureau of Standards so reports after a year of testing.

Fact No. 2

In the face of the belief that radio is a fall and winter sport and September the month of the Great Revival, the public bought more sets and speakers last March than in September. Balmy April was as good a sales month as September.

Fact No. 3

Sturdy and reliable Atwater Kent Radio is distinctly year-round Radio.

Fact No. 4

Atwater Kent sales support knows no slump. Atwater Kent advertising is year round advertising.

Fact No. 5

The Atwater Kent Radio Hour is the weekly concert to which all other radio programs are compared.

* * *

Pretty strong facts? Put them under your hat. Use them on the next customer who tells you he's going to put off his purchase until next season.

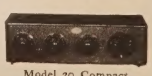
Write for illustrated booklet telling the story of Atwater Kent Radio

ATWATER KENT MFG. COMPANY
A. Atwater Kent, President
4721 WISSAHICKON AVE., PHILADELPHIA, PA.

Every Sunday Evening
The Atwater Kent Radio Hour brings you the stars of opera and concert, in Radio's finest program. Hear it at 9:15 Eastern Time, 8:15 Central Time, through:

WEAF	*New York*
WJAR	*Providence*
WEEI	*Boston*
WCAP	*Washington*
WSAI	*Cincinnati*
WCCO	*Minn.-St. Paul*
WFI, WOO	*Philadelphia alternating*
WCAE	*Pittsburgh*
WGR	*Buffalo*
WOC	*Davenport*
WTAG	*Worcester*
KSD	*St. Louis*
WWJ	*Detroit*
WEAR	*Cleveland*
WLIB	*Chicago*

Prices slightly higher from the Rockies west, and in Canada

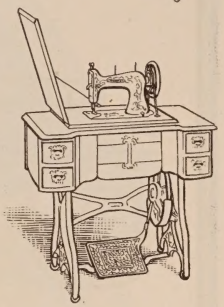


Model 20 Compact, cable attached, $80

Radio Speaker Model H, $22

The Vacuum Cleaner Has Replaced Brooms---

The Electric Washer Has Replaced Tub and Washboard---



And just as surely

The Electric Sewing Machine is going to replace the old foot power type

THE ball is rolling now. Central Stations, Department Stores, and Dealers are selling Electric Sewing Machines at a good net profit. Already more than 500,000 have been sold and 96% of the market remains untouched—one of the biggest opportunities in appliance merchandising today.

The Electric Sewing Machine is as close to the everyday, homely tasks of housekeeping as the washer or vacuum cleaner, and it will sell in equal volume. For the merchandiser it is a timely product to follow the washer and cleaner.

The Standard Electric Sewing Machine comes in a complete line ranging from the plain portable machines to the fine console and hall table models, and the prices start as low as $45.

Five or Six Men Who Are Ready to Turn Their Experience Into Cash

These men will have to sell Central Stations and Department Stores, organize and operate Resale Departments, supervise Resale men, and in every way function as complete District Managers in the highest sense.

The compensation is straight commission and is designed to enable good men to make well into five figures. Where necessary, we will finance with a drawing account.

Preference will be given to ex-sewing machine men under thirty-five years old, or men who are making good in electric appliance selling.

Such a proposition with an opportunity for real earnings with an old company is rare. Write to us, addressing our General Sales Manager.

Sales plans include a Resale agreement, where the size of the community warrants it, that is full in every detail, including service and trade-ins. Discounts are generous and cooperation is complete.

If you are alert for a new profit opportunity in your field, write to us.

The STANDARD ELECTRIC SEWING MACHINE

The Standard Sewing Machine Co.,
CLEVELAND, OHIO

Sewing Machine Makers for Forty-five Years

Favored For Their Dependability

Concerns dealing in hardware and household appliances have long recognized the sales value of a well organized delivery fleet.

Dependability and economy, the two basic elements demanded of this branch of service, are very practically demonstrated in the Ford trucks used by the Brown-Dorrance Electric Company in Pittsburgh.

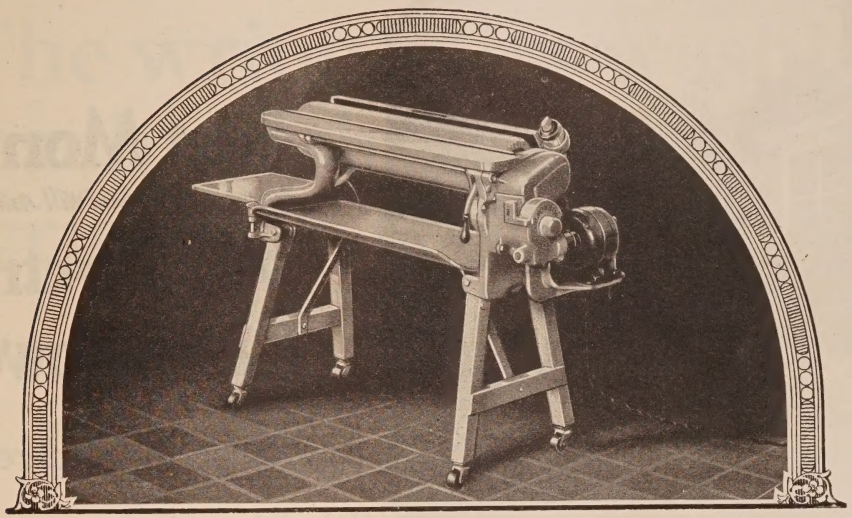
For over five years this company has used Ford trucks exclusively. At present there are five Ford ton trucks in the fleet, each averaging 30 miles a day carrying capacity loads.

Any authorized Ford dealer will be glad to inform hardware men of the particular advantage which Ford units offer for their transportation requirements. A demonstration entails no obligation.

Ford
Ton Truck
with Closed Cab and Stake Body
$515
f. o. b. Detroit

Ford Motor Company
Detroit, Michigan

CARS · TRUCKS · TRACTORS



THE RAINBOW AUTOMATIC IRONER

This Ironer Sells

We can prove it!

MANY dealers who have been unable to sell ironers in profitable volume find themselves doing a real job with the Rainbow Automatic.

—They Have Taken Off Their Hats To It—

WHY?

I. **Finger-tip Control-Bar**—always convenient wherever operator is seated.
II. **Free Roll**—can be rotated in either direction when shoe is released.
III. **Two Sizes**—30 in. kitchen size, chair height—46 in. laundry size, with bench.
IV. **Gas or Electrically Heated**—3 heat, double action, indicating switch with pilot light or patented Rainbow Gas Burner.
V. **Thermometer**—to guide to proper ironing temperature.
VI. **Pressing Lever**—easy to press trousers, embroidery, pleats, etc.
VII. **Open End**—yet rigidly supported—equal pressure at each end and center.
VIII. **Fewer moving parts** than any other Automatic Ironer.
IX. **Active, efficient** and helpful sales cooperation.
X. **It out demonstrates** and out performs every time.

THERE IS MORE TO BE TOLD—ASK US

Rainbow AUTOMATIC IRONER

Rainbow Appliance Corporation,
11-27 Hand St., Rochester, N. Y.
TELL US MORE

Name.....
Company.....
Street.....
City.....State.....

Next Month

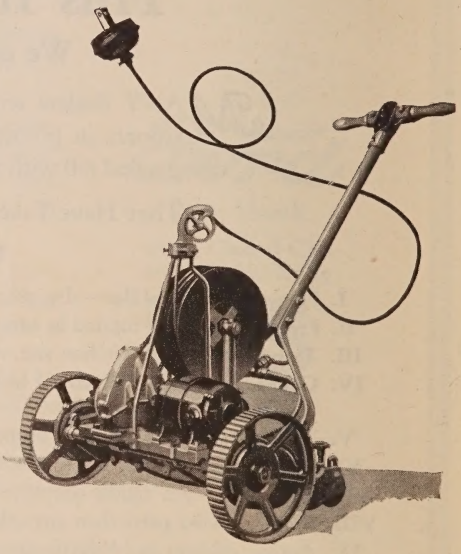
Your Customers Will Ask to See

The Electric Lawn Mower

Have You Ordered?

Coldwell national advertising in 15 leading publications throughout the country is steadily creating an interest and demand for the new Electric Lawn Mower. Have you written in for dealer information and our attractive selling proposition on this item? If not, write today. Be the first in your locality to display the Electric Lawn Mower.

Mower by Coldwell—Motor by General Electric. Cut steel gears run in oil. Plugs in on any house or garage light socket—either direct or alternating current and uses about the same amount of current as that required for an electric iron. Self propelled—mows as it goes—all the operator has to do is steer it. Carries 150 feet of cable (allowing a 300 ft. cutting radius) on an automatic reel which takes up and pays out automatically, always keeping the wire taut and out of the way of the machine and the operator.



Cuts a 21 inch swath

SINCE 1867

COLDWELL

Dependable Lawn Mowers

Hand · Horse · Gasoline · Electric

"As easy to operate as a vacuum cleaner"

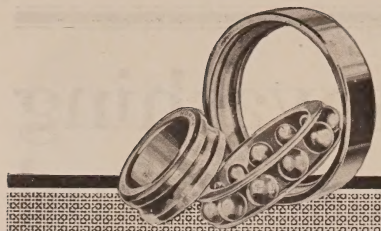
COLDWELL LAWN MOWER CO., NEWBURGH, N. Y.

The wringerless washing machine that washes and wrings at the same time

Absolutely guaranteed not to vibrate or move on floor while extractor is running.

Write for our profitable discounts

TRIPLEX WASHING MACHINE CORP.
TOM J. CASEY, *Pres.*
549 W. Washington Blvd., Chicago



OPEN TYPE

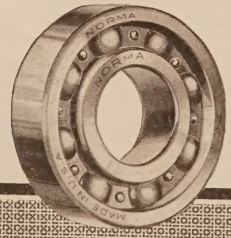
"NORMA"

IT is only a question of time when all high-grade vacuum cleaners and motored appliances will have ball bearing motors — for the simple reason that nothing can long stand in the way of an improvement so obvious, so conclusively demonstrated by performance.

Manufacturers who see "the handwriting on the wall" are already reaping the profits of the pioneer by using motors with **"Norma"** Precision Ball Bearings.

Far-sighted dealers are also profiting by the easier sale of these **"Norma"** equipped electrical utilities embodying "Precision" Quality.

NORMA-HOFFMANN BEARINGS CORPORATION
Stamford — Connecticut
PRECISION BALL, ROLLER AND THRUST BEARINGS



CLOSED TYPE

PRECISION

An Absolute Necessity!

for SERVICE MEN

ELECTRICAL REPAIR SHOPS

Appliance Dealers

Motor Dealers

Motor Repair Depts.

Schools and Colleges

Industrial Repair Depts.

Police and Fire Depts.

Power and Light Companies

Kit No. 35

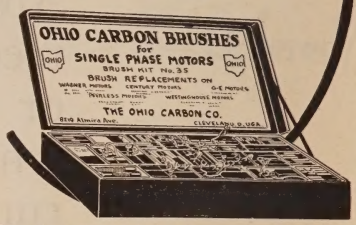
132 brushes accommodating over 300 motors. Includes chart to expedite and simplify matters.

Price $25.00

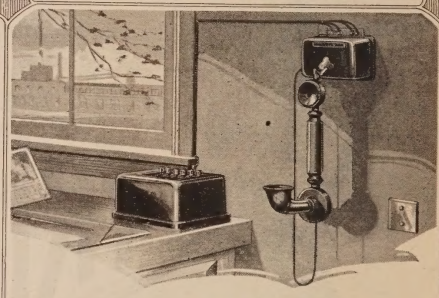
for correct and speedy motor service

You can get along without this kit but you can't **afford** to be without it. Always have the **correct brush** ready at the **time you need it!** This kit is a labor saver—worry eliminator—money maker for the man who services motors.

OHIO BRUSH KIT No. 35 for Single Phase Motors



The Ohio Carbon Co., 8220 Almira Ave., Cleveland, O.



Inter-Comm-Phone System

The Stromberg-Carlson Inter-Comm-Phone System is satisfying the service demands of offices, factories, public buildings and large residences where simultaneous conversations are necessary but where the volume of traffic is not large enough for a switchboard system and a paid operator.

Easy to operate, it saves everybody's time, cuts down useless running around, speeds production and increases efficiency.

Made by a firm with more than thirty years experience in the making of voice transmission and voice reception apparatus.

Write for literature describing Stromberg-Carlson Telephone and Radio apparatus and trade discounts.

STROMBERG-CARLSON TELEPHONE MFG. CO.
1060 University Ave., ROCHESTER, NEW YORK

Stromberg-Carlson

THE LITTLE WASHER FOR LITTLE WASHES

NEW

No competition!

LET THAT SINK IN

THE EDENETTE—little brother of the famous big Eden Electric Clothes Washer—jumps right into the breach in a whale of an undeveloped market for a *low-priced, dependable, small electric washer.*

You know there's a big demand for this type of washer. And here it is—The Edenette—sturdy, light, compact—*and with absolutely no competition!*

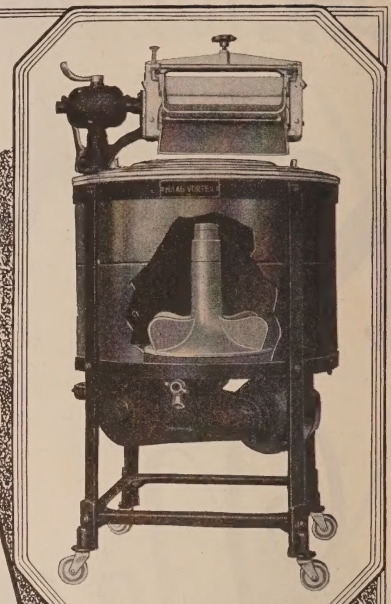
Simple and husky in construction, having few parts, all moving parts enclosed and self-lubricating, easy to handle, safe, always on the job. Sold at a price that every woman can afford to pay. Perfected, introduced, and guaranteed by the Eden Washer Corporation.

Our Distributor-Dealer plan contemplates big business in a big way. It provides an independent selling policy and generous discounts in keeping with the caliber of trade we have in mind hooking up with. Write or wire today for profit and plan particulars.

The Edenette
ELECTRIC CLOTHES WASHER

EDEN WASHER CORPORATION NEW YORK

"— sells with such ease —"



W. H. WILEY Vice Pres
J. A. KEITH Sec'y-Treas
CLYDE TRISCH Pres

WM. GUSHARD DRY GOODS COMPANY
INCORPORATED

NEW YORK OFFICE 131 WEST 35TH ST

DECATUR, ILLINOIS,

Nov. 13, 1925.

Haag Bros. Company.
Peoria, Ill.

Gentlemen:

You will find enclosed an order for six (6) more Haag Vortex washers to be shipped at once. We have been enjoying wonderful success on the sale of these washers. As you know, we have handled the Haag line for a number of years (even previous to my time with the Company) and we have always had extreme satisfaction as far as washing and mechanical construction are concerned.

But I will say that, never in the years I have spent in the appliance business, have I seen a machine so complete in detail and that sells with such ease as the Haag Vortex. I personally feel that too much praise cannot be given this particular machine.

Please rush the enclosed order as we have only two machines in stock and will need them for first of the week delivery.

Yours very truly
WM. GUSHARD COMPANY.
J. W. HURLEY.

JWH/EMW

The Haag Vortex

has caused more than one man to write us letters like the one shown here — a letter that is more impressive and convincing than a lot of extravagant claims and superlatives made by us. This washer is built right and is priced right — and HAAG dealers *know* that half of their expected profits will not be later wiped out in "servicing" expenses.

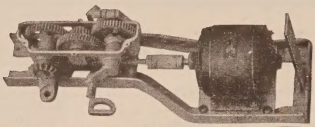
Let us give you all the details about the HAAG line—it includes washers for all types of "prospects" with the new VORTEX at "the head of the class."

HAAG BROS. CO.
PEORIA, ILLINOIS

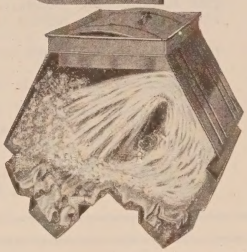
Satisfaction

for the Owner the Dealer the Salesman in every

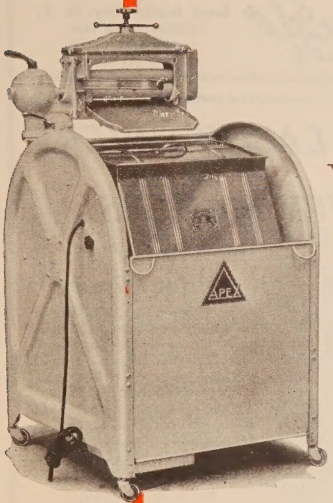
Look for this Trade mark
APEX
ELECTRIC WASHING MACHINE



"Cut away" picture showing the new Transmission.
No tedious belts
No oiling
No service



Section of Patented Apex Tub Showing Water Action



1926 APEX WASHER

Speed + Capacity
Beauty + Safety =
Satisfaction for Owner

Profit — Service Expense
Good Will — Come Backs
= Satisfaction for Dealer

Unparalleled Performance
+ Dependability
Liberal Bonus + Quick
Sales = Satisfaction for
Salesman

Extracts from correspondence received from our Dealers:

(1) Hood Electric Co., Youngstown, Ohio. "• • • I did not have to sell it. The machine's appearance and simplicity in the power unit sold itself." • •

(2) Brown-Dorrance Elec. Co., Pittsburgh, Pa., February 8, 1926. "• • • It looks good to us and there is no doubt but what we will now start selling quite a few." • • •

(3) Edison Electric Co., Akron, Ohio, January 18, 1926. "• • • What I would like to do is to have a quota of not less than twenty machines a month. With regards and always appreciating your friendly remarks, we are. • • •"

And many others praise this new 1926 BELTLESS APEX.

Quick Turnover
Maximum Discounts in Small Quantities

Genuine Apex Service Parts in Stock! Immediate shipment of parts for any Apex Washer built in the last twelve years. Write us for full information today!

APEX PRODUCTS CO.
6463-67 East Ravenswood Ave.
Sole Manufacturers CHICAGO, ILL.

I want to make some money. Send your "Living Discount in Sensible Quantities Dealer's Proposition."

Name.....
Address.....
City..... State.....
No Obligation

Bonus

Paid on every sale to dealer's

Salesmen!

It's your move. Write today—today is better than tomorrow!

Complete Sets

Stand, Paste and Solder in display carton. $1.75 to $3.00 List Price. Mail sample order today. All irons have cord springs. Regular discounts—circulars.

3 Good Points

1. Never-slip handle construction.
2. Three interchangeable copper points.
3. An unbreakable heating element guaranteed for one year.

Chapman Manufacturing Co., Terryville, Conn.

Radio Mailing Lists

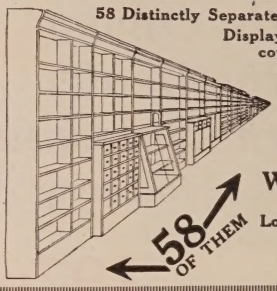
20099	Retail Radio Dealers	Per M	$ 7.50
2285	Radio Mfrs.	Per List	20.00
2530	Radio Supply Jobbers	" "	20.00
1553	Radio Supply Jobbers rated $5000 and up	" "	15.00
1054	Radio Supply Jobbers rated $50,000 and up	" "	10.00
886	Mfrs. making complete sets	" "	10.00

and 50 other Radio Lists, U. S. and Foreign countries. Ask for detailed price list, guaranteed 98% correct.

A. F. Williams, List Dept.
166 W. Adams St., Chicago

STORE FIXTURES

58 Distinctly Separate Units 58 (Extensible)
Display cases, show cases, counters, shelving.



Complete Equipment for Electrical and Radio Stores.

W. Fred McLean
457 Washington Ave.
Long Island City, N. Y.
Telephone Astoria 4300
QUICK DELIVERY TERMS TO SUIT

Just Out

HARRY ALTER'S

RADIO CATALOG

A New, Big Edition

Dealers, Write for a Copy

THE HARRY ALTER CO.
Ogden at Carroll Ave.
CHICAGO : : ILLINOIS

"Jiffy" LABOR SAVERS

are

MONEY MAKERS!

"Jiffy" Solder Dipper

Is no exception. Why use a blow-torch and smoke the ceiling? Or burn the insulation? "Jiffy" Dipper solders 50 to 60 pigtail joints, quickly and easily, with one heating. Doesn't spill solder and saves tape.

Time, labor and material saved on one job will pay for the Dipper.

Try it 30 days free.

Let us prove to you that these Labor-Savers will MAKE MONEY for you. Send us a trial order. Money back without argument or red tape if you are not absolutely satisfied.

The Jiffy Line

Jiffy Adjustable Cutter
Cuts Holes in Steel Boxes
Jiffy Plaster Cutter
Holes for Conduit Boxes
Jiffy Loom Clamps
Fastens Loom in Box
Jiffy Nipple Chuck
Jiffy Pipe Bender Vise

Write for Jiffy Line Circular

PAUL W. KOCH & COMPANY
ORIGINATORS OF THE *"JIFFY"* LINE OF LABOR SAVERS
29 South Wells St. CHICAGO

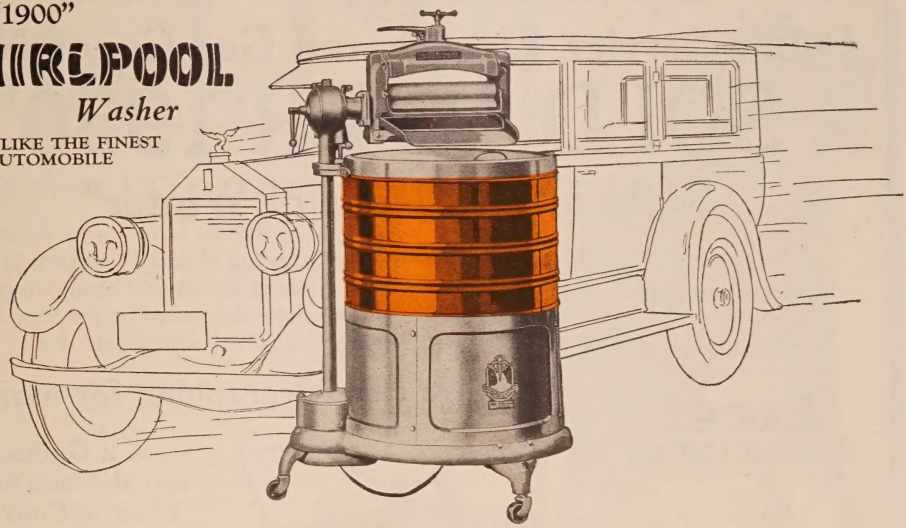
Only reliable products can be continuously advertised

The "1900"

WHIRLPOOL

Washer

BUILT LIKE THE FINEST AUTOMOBILE



They are All Talking About It!

Sales Figures Prove It

IN four months we shipped to one retail outlet 6800 *Whirlpool* Washers!

Other startling figures are given at the right. These are actual SALES.

You are in business to sell washers—*to make money.* When a sales sensation like the 1900 *Whirlpool* comes on the market you should stop—think—and ACT.

What these Dealers are Doing YOU Can Do

Look at the figures at the right. Think what these sales mean in profits to these dealers.

The names and addresses of these dealers will be given to you on request. Somehow—some way—we must get the facts over to you. For—as soon as you know the truth about what is happening in the washer trade today—you will be a 1900 Dealer.

Write now, or send the coupon.

NOW—while Franchises are Open

THE 1900 WASHER COMPANY
Binghamton, N. Y.

Manufacturers of Washing Machines for 27 Years

BEATTY BROS., FERGUS, ONT., *Distributors for* "1900" Washer Products in Canada

How they are Selling the *Whirlpool*

Average Number of Washers sold Per Month	Population of Town or Vicinity
142	110,000
103	45,000
100	380,000
575	1,823,000
95	295,000
555	290,000
250	130,000
115	170,000
59	36,000
126	95,000

These are actual sales—averaged month-after-month. You can sell "1900" *Whirlpools* like that too. Take the first step by mailing the coupon below.

1900 WASHER COMPANY
Binghamton, N. Y.

Send me full information about the "1900" Whirlpool—including your money-making prices, discounts, and selling methods. Also send me your complete "Whirlpool Sales Kit".

NAME _____

ADDRESS _____

Public Service Electric and Gas Co. of N. J.

SOLD OVER 1950

Right in the "Dead of Winter"

Salesmen

Some first class men are wanted—who are willing to be thoroughly trained in OUR sales methods.

Think of it!! Right in the "Dead of Winter"—all thru January when other fellows were "taking inventory" their telegraphic orders kept coming and coming. It seemed as tho they would never get enough—evidently they haven't enough—for

They are still telegraphing for more

Excel
ELECTRIC COOKER

A 2 Gallon
pure aluminum lined
Electric Cooker

Bakes, Boils, Roasts, Stews, Steams and Fries

Cooks a Whole Meal

An Important Fact

It is the only thing a woman has in her home that when she starts using it she stops work.

Think It Over

It's Made Right

The outside casing is steel finished in gray enamel with a good lustre. The 18 Ga. oven and vessels re pure aluminum polished and sunrayed. Rock Wool insulated. Size 13½ x 10½ in. D. Guaranteed for one year. Fully equipped with vessels, etc.

Write for "48 Hour Campaign"

It doesn't cost you one penny and it may mean thousands of dollars profit and increased revenue for you. If you want to make money and make it quick, build load and goodwill—put on a "48 Hour Campaign."

No long drawn out preliminaries, no brain and nerve racking details—we have done all this for you.

It even tells you what your salespeople should say, what to say in letters, how to make the most of your monthly statements, how to use the telephone and what to say, direct by mail, newspaper, window trims, etc. Simply follow the directions and you are bound to win.

THE EXCEL ELECTRIC COMPANY, Muncie, Ind., U.S.A.

Model '76

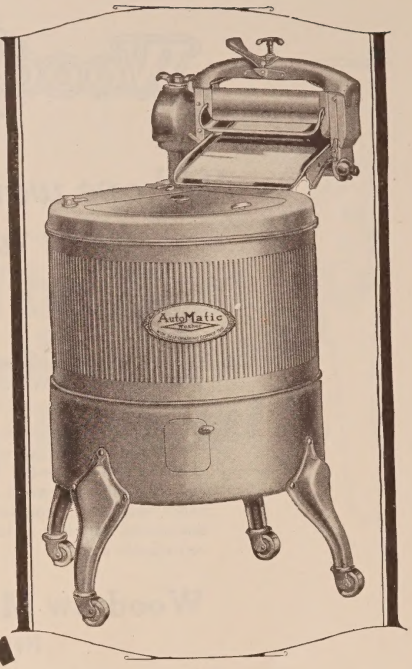
With the 10-Year Service Guarantee

Here's how we feel about this new Model '76—

Within ten years from date of sale, upon demand, and delivery F.O.B. its factory, the Automatic Electric Washer Company, Inc., agrees to thoroughly REBUILD (replace all worn parts, refinish and place in condition, substantially as good as new, for all practical purposes) and deliver to the owner, F.O.B. its factory, any Model '76 Automatic Electric Washer, upon payment of the sum of $25.00.

This New Guarantee puts us definitely and squarely behind every Model '76 Automatic Washer in use for a period of ten years.

It will make sales easier, as it gives every Automatic a definite value.

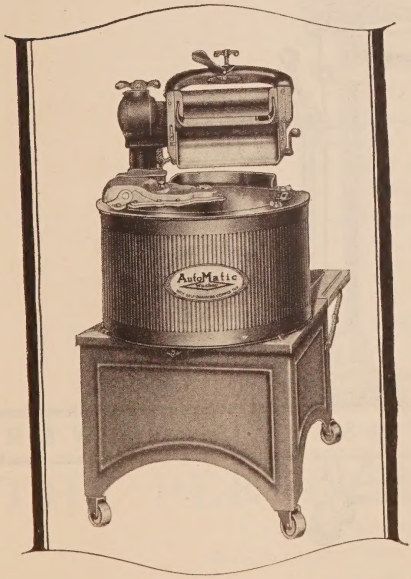


AutoMatic Washer

J. A. Barnett, Barnett Appliance Co., Cedar Rapids, Iowa, writes:

"We have been selling washing machines for the past 10 years and find the new '76 the best we ever saw. It is years ahead of its field."

Model 264



Another Good Automatic

Same Self-Draining Copper Tub—same Cast Aluminum Top—same successful Hydro-Disc Principle of agitation with its Improved Silent Top Drive—same Improved Wringer with Balloon Rolls—as in Model '76.

But—an olive-green cabinet of different shape—square instead of round— with a durable Duco finish. Also a handy folding end bench for the rinse tub. This is the medium-priced Automatic. Can be furnished with long, detachable bench for bluing tub and basket at slight additional cost.

The sales plan we prepare for your individual needs always produces a profitable volume of sales. Write us for complete information. Address all inquiries to the home office.

Automatic Electric Washer Co.

128 W. Third St., Newton, Iowa

Offices at New York, Philadelphia, Portland, Dallas

Rust Proof
Woodrow Washer

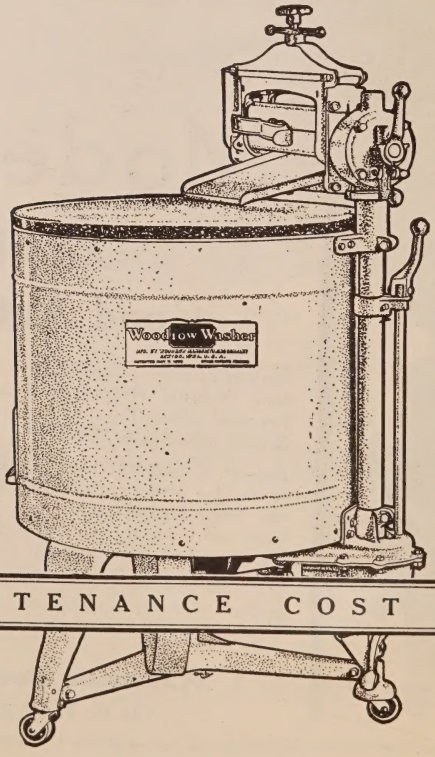
"I have waited a long time for a washer such as this"

—Nathan Worth,
Riverside, N. J.

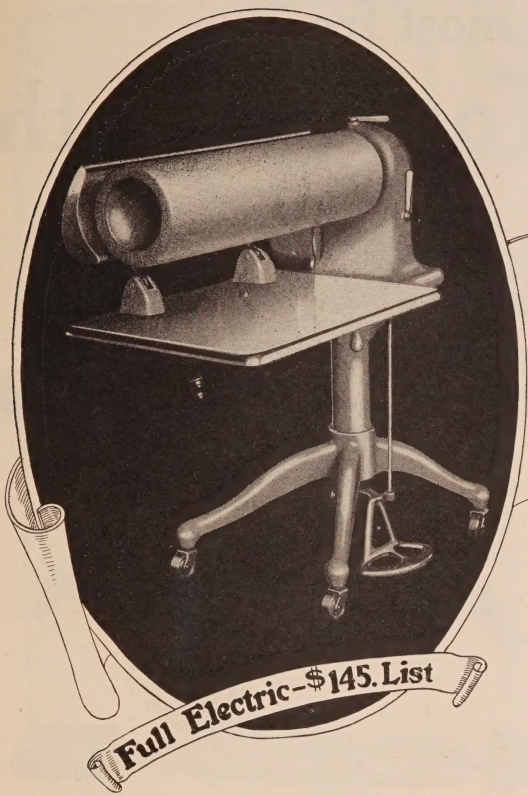
Mr. Worth's statement is typical of the welcome that dealers everywhere have accorded the Woodrow Vertical Oscillator. Never in history has a new washer been accepted so enthusiastically.

To witness the smooth, quiet, yet swift performance of this new Woodrow Washer is to understand what Strom, SKF, Hyatt and Timken ball and roller bearings, generated steel gears and a positive lubrication system mean to a washing machine. To compare it with other washers in convenience, in appearance and dependability is to understand why it is acclaimed by all who have seen it, the world's most remarkable washer.

Woodrow Manufacturing Company
Newton, Iowa, U. S. A.



THE MAINTENANCE COST IS LOWER



The Best Looking Ironer On the Market

AFTER making the best machine that we could devise, with every improvement and convenience within reason (see the "partial specifications"), we turned to and made it the best looking ironer you ever saw.

There are no two ways about it, good looks count. As soon as a woman lays eyes on the ironer you are offering, she either likes it tremendously, she likes it only passably, or she doesn't like it at all. Your difficulty in selling her is just about determined by this first impression. It will pay you to make it as favorable as possible.

Now, here's the point: we've never seen a woman look at the Perfection Ironer without exclaiming over its beauty, and without a prompt desire to own it. The dealer's job is just that much easier on account of it.

Price is right — $145 list for a full electric ironer, — performance and specifications are all any one could ask and, in addition, it is the best looking ironer on the market.

The Perfection Franchise will make your job easier. Get it before your competitor does. Write now.

Partial Specifications

Full open end
Full Floating Shoe
27 in. Roll
Foot or Hand Trip
Oilless Bearings
Noiseless Operation
Duco Finish
Easily Handled
Full Electric
$145 List

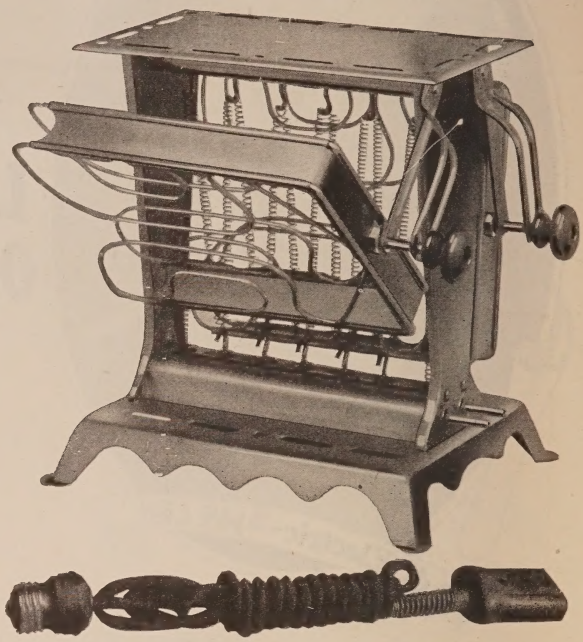
THE PERFECTION IRONER, *made by*

Perfection Appliance Co.

2111-19 Lyman Place Corner Staubin Avenue, Detroit, Mich.

In Canada—Maxwells, Ltd., St. Marys, Ontario

Get the most from National Toast Month by giving The Biggest Toaster Value



Gold Seal "Big Boy"
The oversize reversible toaster
List price.....$3.50
West of Rockies.. 3.75

The smaller standard size is also available at the same price, for those who prefer it.

TOAST and toasters will be in the center of the appliance stage during "National Toast Month."

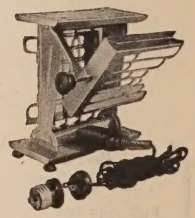
To make the most of it, give the biggest toaster value. To bring the most people into your store, feature the Gold Seal toasters, the standard size and the oversize "Big Boy" that takes the largest slices of bread. Use them for sales leaders. Display them prominently and watch them sell.

You can use "National Toast Month" to capitalize the Gold Seal idea—the idea that substantial appliances at everyday prices are the best money-makers for all concerned—dealer, jobber, manufacturer.

Gold Seal prices are low enough to attract business, and the quality is good for everyday use—every day for many years.

Order your supply of Gold Seal toasters at once. If you don't know the nearest jobber's name, we'll put you in touch with him and send you a folder illustrating the complete Gold Seal line upon request.

National Toast Month is an Opportunity. Grab it.

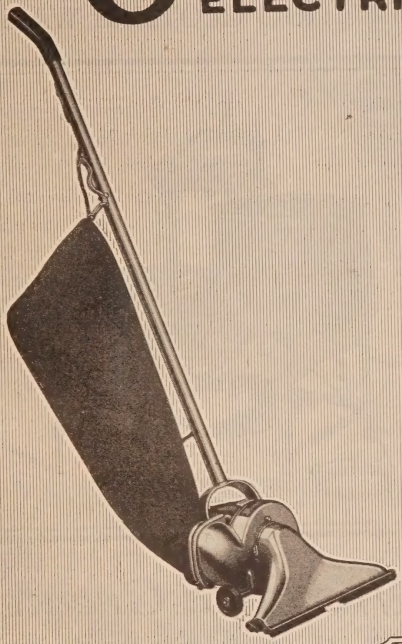


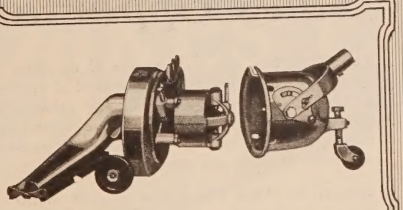
Every Gold Seal Appliance is unconditionally guaranteed for two years.

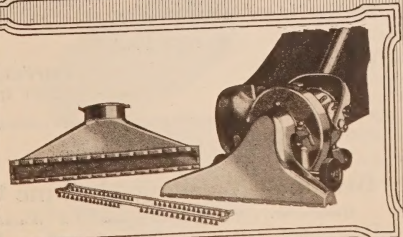
The Gold Seal Electric Co.

2110-12 Woodland Ave., **Gold Seal Appliances** *Easiest Selling— Most Profitable..* CLEVELAND, OHIO

SUNSHINE
ELECTRIC CLEANER







FIRST IN QUALITY

Features That Sell

THE Sunshine Electric Cleaner has in fullest measure the features and qualities that make it attractive to dealers from every viewpoint.

The Sunshine is a first quality product, manufactured by pioneers in the field; it sells readily; it brings new business from every neighborhood in which it is owned; it creates customer satisfaction by unexcelled performance; it gives dealers an unusual return in *hard cash.*

Consider also these among the outstanding mechanical features of The Sunshine:

Westinghouse Motor—Straight Suction Type—Accessible Motor Assembly—Twenty-six Air Ports—End Dust Tunnels—Detachable Double Brush—Special Adjusting Device—Patented New Attachments.

A tried and proved cleaner, endorsed by every owner and by such institutions as "Good Housekeeping," a cleaner that does its work UNFAILINGLY—that's The Sunshine.

Mark These Points:

The two lower cuts show the Exclusive Sunshine Motor Assembly, with independent Westinghouse Motor unit, die-cast aluminum housing—all parts and wiring instantly accessible; oil tube openings reached without removal of dome; semi-hard rubber, noiseless carrier wheels, which will not injure hardwood floors, mounted on substantial bearing rod attached to fan case; rear view of Detachable Double Bristle Brush, which combs the nap in front and in back of the Multiple Air Port Nozzle, enabling Sunshine's powerful suction to get ALL THE DIRT AND GRIT; improved handle adjusting device, which locks in any position; spring-operated bolt, requiring no screws, bolts or wing nuts; knurled screws for adjusting nozzle height; swivel semi-hard rubber caster, which aids ease of operation.

Every feature of The Sunshine, like its companion cleaner, The America (two-way brush, belt-driven model) is a SALES FEATURE!

Write today for our franchise for money-making dealers.

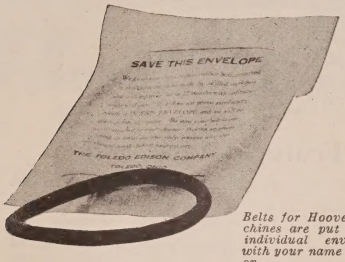
WISE-McCLUNG COMPANY, LTD.
Manufacturers of

AMERICA "Worthy of its Name" ELECTRIC — FIRST IN QUALITY — SUNSHINE "You ought to see it clean" CLEANERS

500 EIGHTH STREET
NEW PHILADELPHIA, OHIO

Guaranteed Belts for Vacuum Cleaners

For the Special Model Hoover - - $15.00 per 100
For the Baby Model Hoover - - - 13.00 per 100
For the Premier Duplex - - - - 5.00 per 100
For the Hamilton Beach - - - - 5.00 per 100
(Above prices are net F.O.B. Elyria)



Belts for Hoover machines are put up in individual envelopes with your name thereon.

SPECIALIZING exclusively on vacuum-cleaner belts has enabled us to give a higher quality belt at a lower price.

That not one belt has been returned in two years under our guarantee of satisfaction or a new one, is testimony to the quality.

Among our customers are the properties of Henry L. Doherty & Co., Ohio Public Service Co., Bristol Gas and Electric Co., The Toledo Edison Company, The Pfahl Electric Co., J. L. Hudson Co., Kaufman's, and many other of the largest central stations, Department Stores, and Electrical Dealers.

Your order will receive our immediate attention or we will be glad to send a sample belt upon request. Please state the approximate number of belts used per year for our special discount.

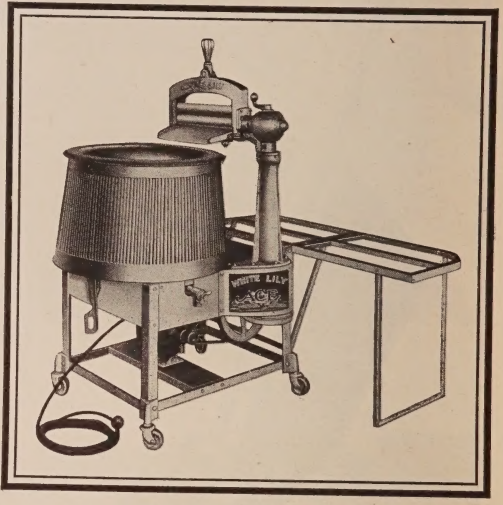
The Fay Rubber Products Co.

Vacuum Cleaner Belts Exclusively
ELYRIA, OHIO

WHITE LILY

ACE

ELECTRIC CLOTHES WASHER



Offering a Greater Sales Opportunity

The White Lily Ace is a washer of the right design, operation, and price to meet the demand of every quality buyer. It stands today a dominating value—a washer that combines every modern advantage together with refinements of our own—a truly practical washer, with Aluminum Wringer and Agitator.

Sales of the White Lily Ace in all parts of the country are proving the value of this washer—the size of the opportunity it offers—the fact that dealers can make real money with it and gain complete user approval.

Write for details.

WOOD TUB
LIST $95.00

COPPER TUB
LIST $105.00

Welded Steel Folding Bench for two tubs at $5.00 additional list. Ample margin for you.

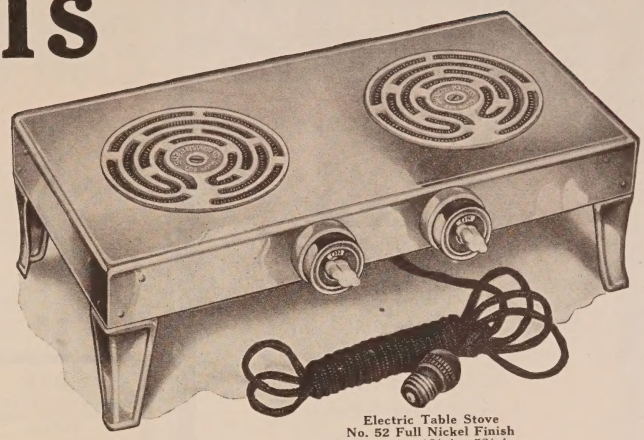
Brammer Washing Machine Co.

Manufacturers of "White Lily" and "O K" Washers
Davenport Iowa

it sells
yes Sir!

It does not remain your property long, but speedily becomes the property of one of your good customers. The profit, however, is yours and the sale brings in more customers and more profits. That is what you want—profits in the cash register and satisfied customers.

SUPERIOR ELECTRIC PRODUCTS COMPANY
2204-08 Pine St.
ST. LOUIS, MO.



Electric Table Stove
No. 52 Full Nickel Finish
Size 18-in.x8¾-in.x5¾-in.

Just one of the Superior Electric Products that sell and stay sold.

The complete line includes—Single Burner Table Stoves, Curling Irons, Marcel Wavers, Soldering Irons, Percolators, Toasters and Cord Sets.

Write us for beautifully illustrated sales making portfolio. It's free.

Make Big Money Selling
Oakes Electric Hen

A BIG new market is opened up for you by the modern trend toward hatching chicks by electricity. You can sell the Oakes Electric Hen to many people never before considered prospects. It is easy and economical to operate, perfectly safe, small and compact. Made in 50 and 100 egg sizes; 32 or 110 volts, D.C. or alternating. Absolutely automatic heat control. Window in top—just push button and you can see thermometer and eggs without raising lid.

The Oakes Electric Hen positively hatches every good egg. Can also be used to raise chicks after they're hatched—combined hatcher, hover and egg tester. YOU enjoy a good profit on every sale. We also have a splendid Electric Hover, Electric Egg Tester, and Electric Fountain Heater.

Write today for catalog and discounts on Oakes Electric Equipment and other high quality, fast selling Poultry supplies.

THE OAKES MANUFACTURING CO.
365 Dearborn St., TIPTON, INDIANA

America's Pioneer Electrical and Radio Mail Order House

Out Now

The MARCH

CO-OP MONTHLY

Get your copy—order from it.

IT'S FREE

For Best Lines of

Electrical Supplies—Fixtures—

Lamps—Heating Appliances

Motors and Radio

Lowest Market Prices

SAME DAY SERVICE

The Better Way to Buy

Fixture Catalog No. 25 is also ready for you.

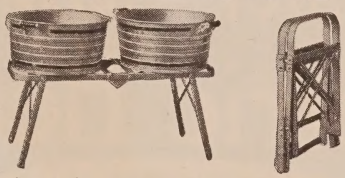
Co-operative Electrical Supply House

120 N. Union St. Chicago, Ill.

110 Mercer St. New York, City

Collapso Wash Benches

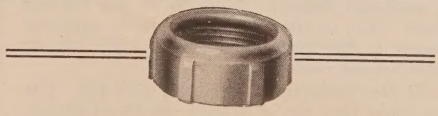
All-Steel; Aluminum Painted



An ideal premium. Folds compactly.

Write for information and prices.

THE CELINA MFG. CO., CELINA, OHIO



Steel

Galvanized Conduit Bushings

Smoother—Neater—Stronger

More accurate—No higher in Price

WRITE FOR DISCOUNTS

Rockford Metal Specialty Co.

Dept. M.

Rockford, Illinois

Keep that promise you made to yourself to put Croft to work for you

Accept this free offer
Get paid for doing it NOW

Over 40,000 men have bought and are using Croft's great LIBRARY OF PRACTICAL ELECTRICITY. 40,000 more, we believe, have promised themselves this needed help. When did you make that promise to yourself? Why haven't you kept it? Make this investment for yourself! No investment will ever pay you as much! No investment will ever pay you more!

We'll pay you to do it NOW!

Act now and we will give you, absolutely free of charge, a copy of Bishop's ELECTRICAL DRAFTING AND DESIGN, a practical book on the reading and construction of all kinds of electrical diagrams and drawings. FREE, remember, if you act TODAY.

FREE

BISHOP'S ELECTRICAL DRAFTING AND DESIGN

This great book tells you everything you want to know about reading and constructing electrical diagrams and drawings. Every electrical man can use—It's yours

—if you act now

Croft's Library of

PRACTICAL ELECTRICITY

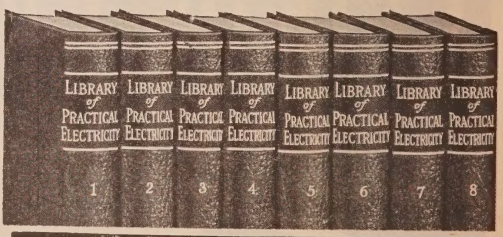
A combined reference library and home study course in practical electricity.

Croft tells you the things you need to know about motors, generators, armatures, commutators, transformers, circuits, currents, switchboards, distribution systems—electrical machinery of every type, its installation, operation and repair—wiring for light and power—how to do it mechanically perfect, in accordance with the National Electrical code—wiring of finished buildings—underwriters' and municipal requirements—how to do a complete job, from estimating it, to completion—illumination in its every phase—the latest and most improved methods of lighting—lamps and lighting effects, etc.

Free examination—send no money—today!

Fill in and mail the coupon attached and we will send you the entire set of eight volumes for ten days' Free Examination. We take all the risk—pay all charges. You assume no obligation—you pay nothing unless you decide to keep the books. Then $1.50 in ten days and the balance at the rate of $2.00 a month. Send the coupon NOW and see the books for yourself!

When your first payment of $1.50 is received, we will send you your free copy of Bishop's ELECTRICAL DRAFTING AND DESIGN.



McGRAW-HILL

FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc., 370 Seventh Avenue, New York.

Gentlemen:—Please send me the *Croft Library of Practical Electricity* (shipping charges prepaid) for 10 days' free examination. If satisfactory, I will send $1.50 in ten days, and $2.00 a month until the special price of $19.50 has been paid. Upon receipt of my first payment of $1.50 I am to receive a free copy of Bishop's ELECTRICAL DRAFTING AND DESIGN. If not wanted I will write you for return shipping instructions. (Write plainly and fill in all lines.)

Name .....

Home Address .....

City and State .....

Employed by .....

Occupation E.M.3-1-26

Electrical Merchandising

Wiring—Lighting Equipment—Appliances

In This Issue—
For the Wiring Contractor

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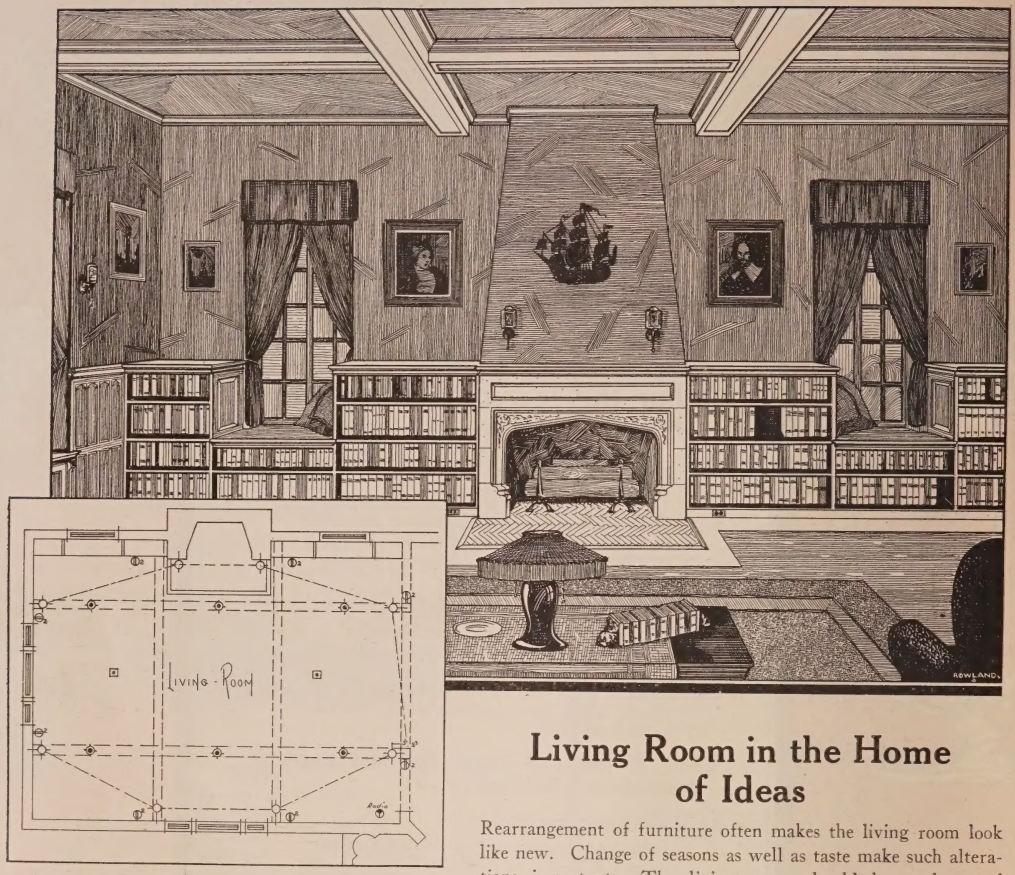


Living Room in the Home of Ideas

Rearrangement of furniture often makes the living room look like new. Change of seasons as well as taste make such alterations important. The living room should have plenty of convenience outlets.

The plan shows a duplex convenience outlet handily placed for every furniture position around the walls and floor outlets to serve the lighting at tables and heavy chairs in the middle of the room.

The general lighting is from wall brackets controlled by "Glo-Guide" switches placed at the hallway entrance.

An outlet for radio loud speaker is located in one corner of the room and there are two bell push-button outlets in the floor for use when summoning a servant.

This plan will give adequate service for all illumination and the operation of fans, cleaners and other appliances.

The April issue will describe the wiring of the billiard room and basement. It will give you some new ideas.

These Bryant Devices are Needed

Purpose	Cat. No.	List Price Each
1—3-P Switch for Bracket Lights	2953-BH	$1.35
1—S.P. Switch for Bracket Lights	2951-BH	1.10
1—Two-Gang Plate to cover the switches	OS62	.36
8—Duplex Convenience Outlets	9022	.48
8—Single Gang Plates to cover the outlets	OV61	.18
6—Floor Outlets with square edge plates	115	.85
2—Floor Bell Push-Button Outlets with Solid Square Edge Plates	1509	.60
2—Plugs for floor bell push-button outlets	JC	.50

BRYANT
SUPERIOR WIRING DEVICES

"A Superior Wiring Device for every Electrical Need"

THE BRYANT ELECTRIC COMPANY
1421 State Street, Bridgeport, Conn.
NEW YORK, 342 Madison Ave. CHICAGO, 844 West Adams St. SAN FRANCISCO, 149 New Montgomery St.

Dealers:—This is how we advertise to your trade. It pays to stock Noark Fuses.

Blow on the Dot

Renew on the Spot

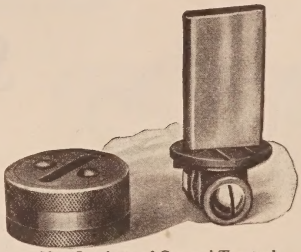
Noark Renewable Fuses

WHEN overload or short circuit occurs, you can depend on a Noark Renewable Fuse to "blow on the dot," without visible arc or flash.

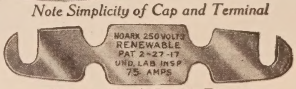
The arc in a Noark Renewable Fuse is extinguished by pressure. This is the reason for the ample strength of the tube, and the substantial construction throughout.

The pressure generated when a Noark Renewable Fuse blows is rapidly released under control through mufflers in the end caps.

It is a matter of a few seconds to put a new link in a Noark Renewable Fuse. Each link is stamped with its correct rating and you can depend on it to "blow on the dot," safely and quietly.



Note Simplicity of Cap and Terminal



Accurate Noark Fusible Element

Strong Tube. Clean-Cut Threads

The Johns-Pratt Company

Division of Colt's Patent Fire Arms Mfg. Co.

New York Boston Hartford, Conn. Chicago San Francisco

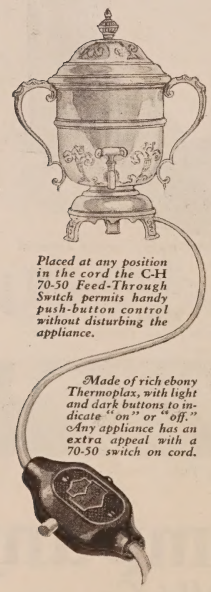
NOARK

Noark Fuses "Blow on the Dot" | Noark Fuse Clips and Bases | Noark Service Boxes | Noark Underground Boxes | Noark Meter Service System | Noark Railway and Mine Material | J-P Molding Service on Contract Basis | Vulcabestos Packing and Pump Valves | J-P Molded Auto and Radio Parts

TRADE MARK

REG. U.S. PAT. OFF.

33-F-29



Placed at any position in the cord the C-H 70-50 Feed-Through Switch permits handy push-button control without disturbing the appliance.

Made of rich ebony Thermoplax, with light and dark buttons to indicate "on" or "off." Any appliance has an extra appeal with a 70-50 switch on cord.

Switches of Reputation Build Sales

High quality—when it is *known*—is a strong selling force. Switches bearing the C-H trademark carry a familiar emblem of quality and assured, permanent satisfaction that men making and selling electrical appliances employ to their profit.

Cheaper switches are made—but not as well. C-H switches today embody the highest development of switch design arrived at through a quarter century of research and manufacturing achievement. The workmanship and materials throughout are of studied perfection.

For the manufacturer or dealer selling electrical appliances the use of Cutler-Hammer Switches in conjunction is a positive sales boost. Quick acceptance through known quality follows through with the C-H trademark to build satisfaction and good will for the appliance with a Cutler-Hammer Switch.

CUTLER-HAMMER

C-H

Take advantage of these added profits

Experienced dealers know that real profit lies in extra sales. A customer at your counter *must* be in a buying mood—that's why he came into your store. *Extra* sales are made without adding materially to sales expense. That's why they are really profitable.

So when the appliance sale is closed, *then* is the moment to suggest a switch. It's comparative cost is trivial, and yet it adds so much convenience. Too, it eliminates burning of the appliance terminals—adds years of life to the new purchase.

Suggest a Switch with Every Appliance

Every appliance you sell will be more satisfactorily equipped with convenient control. Most people want it. Many forget it, until the appliance is home in use. Remind them when you sell. Make the added profit yours.

The investment in C-H Switches need never be large. But the turnover is rapid, because there are models for every need—in polished nickel to match, or ebony black Thermoplax to contrast with the appliance, as desired.

Protected by a Famous Trade Mark

Of greatest importance to the dealer in taking *added profits* is the quality of the extra item sold. A switch must never detract from the service an appliance renders. It must serve year after year without attention—it must never fail.

C-H Switches are built for such responsiblity. They make friends everywhere—more than three million are now in use.

When you sell, always remember the C-H trade mark—so many appliances today are equipped with C-H Switches at the factory. The mark insures customer satisfaction; hence, yours.

THE CUTLER-HAMMER MFG. CO.
1208 St. Paul Ave.
MILWAUKEE, WISCONSIN

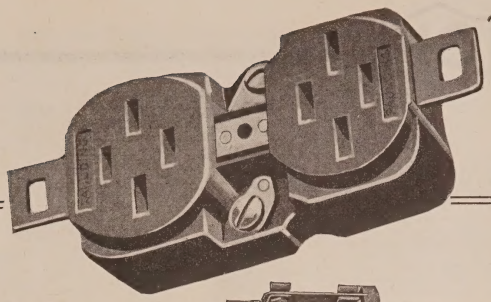
The C-H 70-51 Switch-Plug combines the switch mechanism and handy feed-through principle of the C-H 70-50 with the appliance plug. Convenient push-button control right at the appliance. The connector has universal terminals which fit all heating appliances. The casing is of heat-proof black Thermoplax, handsome in finish and of convenient design.

The C-H 70-53 Combination Pendant Switch and Receptacle is a real convenience where control of a ceiling light is needed and an outlet for appliances is required. The operation of the light is independent of and does not interfere with the operation of the appliance. Made of beautiful, black, heat-proof Thermoplax, the switch is of extremely neat appearance. It has a quick make-and-break switch mechanism of high capacity and will take the blades of all "Standard" attachment caps.

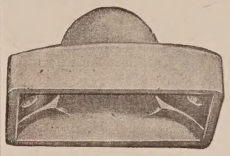
The C-H 70-40 Nickeled Feed-Through Switch is similar to the popular 70-50 but is finished in highly polished nickel to harmonize with all-nickel appliances. The switch mechanism is similar to that of the C-H 70-50, and light and dark buttons are provided to indicate whether the current is "Off" or "On." Attached near the appliance, it is a safeguard against burning the fingers.

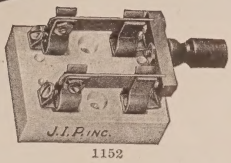
The C-H 70-44 Three-Heat Switch is especially adaptable to heating pad applications where two circuits must be controlled. The shell is of brass, nickel-plated and highly polished. One button controls the "low" circuit, one the "medium" and the two pressed together give the "high" heat. One button is notched to make it easy to adjust heat in dark.

Push Button Switches



The Paulding convenience outlet that brings convenience to the contractor-too!





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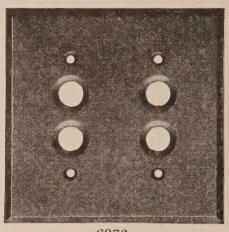
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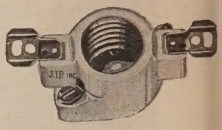

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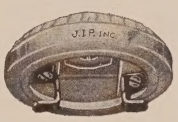

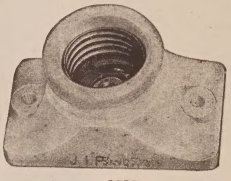

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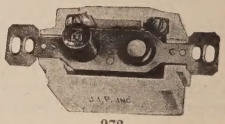

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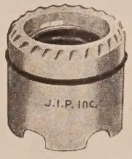
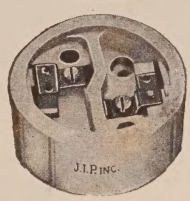


2761 Body ⅝-in. Deep
2760 Body 1-in. Deep



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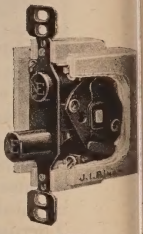

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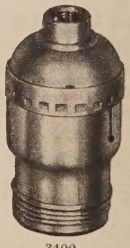
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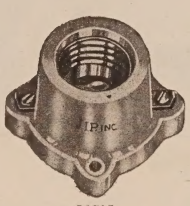

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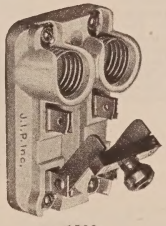

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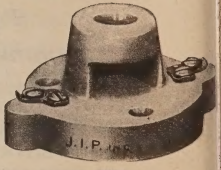

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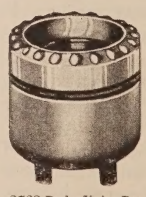
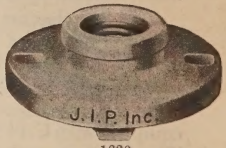
1972

9366

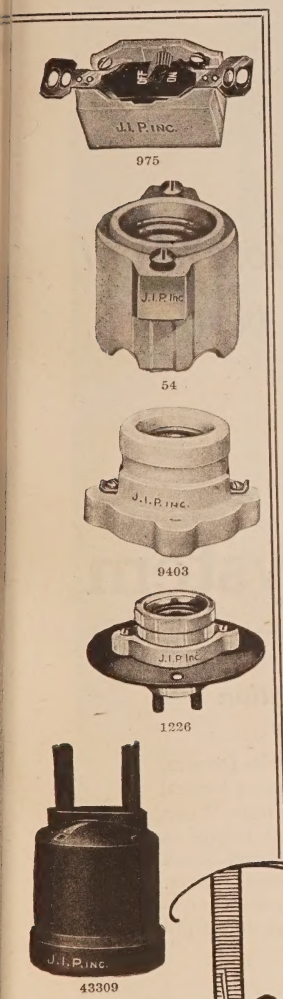

2763 Body ⅝-in. Deep
2762 Body 1-in. Deep



1620

Cat. No. 2755 Two Piece Moulding Rosette.
" 2761 Two Piece Sign Receptacle ⅝-in. Base.
" 2760 Two Piece Sign Receptacle 1-in. Base.
" 50715 Two Screw Receptacle.
" 1152 Single Throw Double Pole Battery Switch.
" 4204 Two Piece Concealed Rosette.
" 1500 Entrance Switch.
" 1972 Single Pole Lock Switch.
" 6973 Two Gang Switch Plate.
" 2757 Moulding Receptacle SH Groove.
" 1444 Std Pin Point Composition Receptacle.
" 9366 Porcelain Weather Proof Socket.
" 43310 Mica Weather Proof Socket.
" 2763 Two Piece Sign Receptacle ⅝-in. Base 6-in. Leads.

Cat. No. 2762 Two Piece Sign Receptacle 1-in. Base 6-in. Leads.
" 8010 Screw Type (Edison) Receptacle.
" 972 Single Pole Push Button Switch.
" 3400 Brass Shell Keyless Socket ⅛-in. Cap.
" 2551 One Piece Cleat and Concealed Rosette.
" 1620 Outlet Box Receptacle 3¼-in. Porcelain Cover.
" 4109 Outlet Box Receptacle 3¼-in. Black Cover.
" 2971 Four Way Switch.
" 975 Single Pole Toggle Switch.
" 54 Improved Sign Receptacle.
" 9403 Two Screw SH Groove Cleat Receptacle.
" 1226 Outlet Box Receptacle 6-in. Leads and 3¼-in. Black Cover.
" 43309 Composition Weather Proof Socket.



"I'd like to show you—"

"Paulding devices save you time in installing, because they are right up to date in the 'kinks' that make them simpler and quicker to install. Often they save you on the cost of materials, too.

"And Paulding *service* helps you lower your overhead as well.

"There is hardly a wiring device requirement where it will not be to your advantage to use Paulding devices."

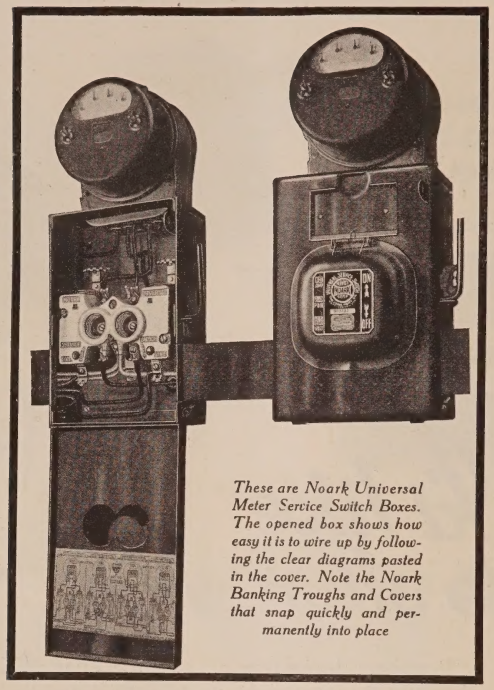
Those shown here are but representative of the large Paulding line. Write for particulars or quotations on any of these items, giving the catalog number. We will gladly send you our complete catalog on request.

Paulding

WIRING DEVICES OF MERIT

New Bedford, Mass.

More Jobs per Day



These are Noark Universal Meter Service Switch Boxes. The opened box shows how easy it is to wire up by following the clear diagrams pasted in the cover. Note the Noark Banking Troughs and Covers that snap quickly and permanently into place

More Profit per Job

Noark Meter Service System

QUICK work without "come-backs" is easy for your wiremen when you have them install Noark Meter Entrance Devices. More jobs finished per day mean more money for you. The safety, speed and neatness make owners happy.

Saves Time and Money

Just hang it on the wall and hook it up. What a lot of time you save over the old-fashioned way of assembling an assortment of single parts, and what a neat, workmanlike job the Noark Service System makes!

Now you can do better work quicker and make a big profit out of what used to be the mean, fussy job of meter entrance panel assembly.

Meets Central Station Requirements

Always buy Noark Meter Service Devices, because you know they meet every Central Station and Municipal requirement. Watch for our bulletins on changes of rulings in your district and how the approved Noark Meter Service System meets these changes. If you have not been receiving these bulletins, let us know immediately and we will put your name on the mailing list.

The Johns-Pratt Company

Division of Colt's Patent Fire Arms Mfg. Co.

New York
Boston
Hartford, Conn.
Chicago
San Francisco

NOARK

Noark Fuses "Blow on the Dot" | Noark Fuse Clips and Bases | Noark Service Boxes | Noark Underground Boxes | Noark Meter Service System | Noark Railway and Mine Material | J-P Molding Service on Contract Basis | Volcabestos Packing and Pump Valves | J-P Molded Auto and Radio Parts

TRADE MARK
REG. U.S. PAT. OFF.

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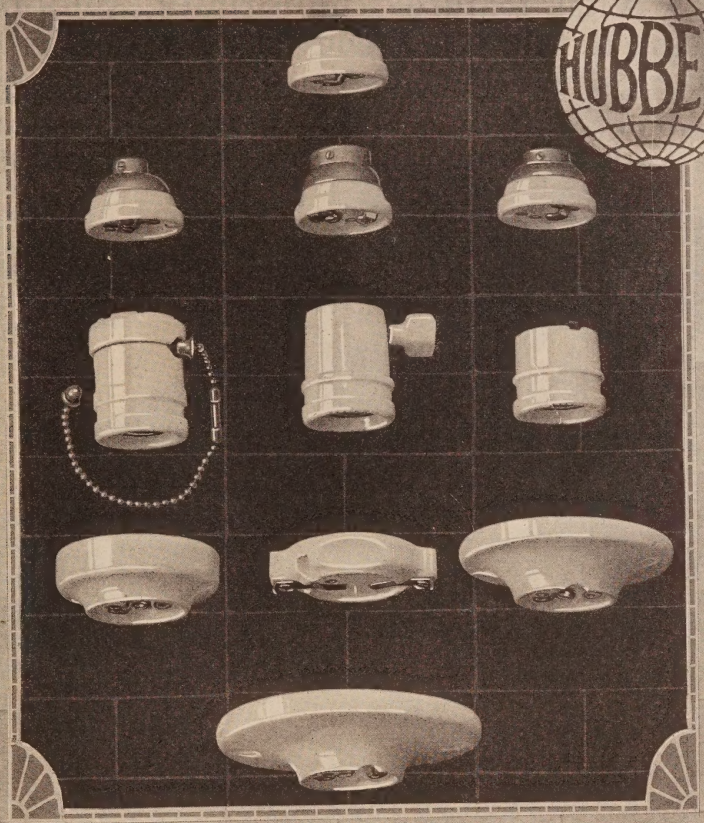


IN Porcelain Sockets it's "the little things that count." Hubbell Porcelain Sockets are easily wired because ample wiring space is provided and binding screws are large.

They are easily assembled because the parts fit perfectly and the assembling screws are long enough to get a firm hold.

They look good because we use only the clearest of white porcelain.

Perfection in every detail is the policy of Hubbell.

HARVEY HUBBELL INC
ELECTRICAL SPECIALTIES
BRIDGEPORT, CONNECTICUT, U.S.A.
NEW YORK, N.Y. CHICAGO, ILL.

HUBBELL *Porcelain Sockets*

EVERY vital feature — uniformity, smoothness, dryness, flexibility—necessary to obtain good, economical and durable wiring jobs is found in **PARANITE**. It is "better than code requires." For a completely good wiring job be sure of the wire.

INDIANA RUBBER & INSULATED WIRE CO.
Jonesboro, Indiana

63 Vesey St., New York City
Marquette Bldg., Chicago

Walter I. Ferguson & Co.
208 Baltimore Bldg., Kansas City, Mo.
Western Representative

If it's

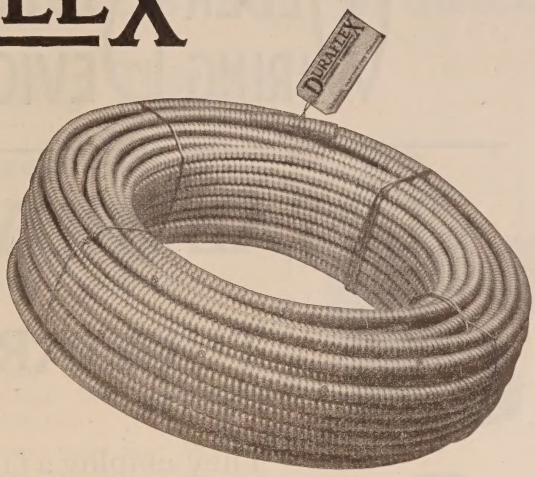
PARANITE

it's right

DURAFLEX

Reg. U. S. Pat. Off.

the real ol' able cable



TRYIN' to give Duraflex enough juice to burn it out is about as useless as givin' swimmin' lessons to a middle-aged goldfish.

Us Durabilt folks know Duraflex is good because we build it ourselves, from the ground up; from inside out it's a Durabilt product. Fact is, we give it a lot worse jolt when we test it than it'll ever get when it's used.

Switch to Duraflex, the real ol' able cable.

Dura Bill

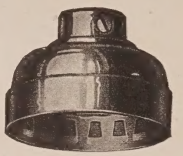
TUBULAR WOVEN EABRIC COMPANY
PAWTUCKET, R. I.

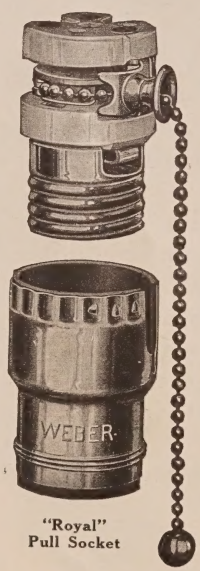
Each of the DURABILT *Products is a Leader in its Line*

DURADUCT DURAFLEX DURACORD DURAWIRE

WEBER DEPENDABLE WIRING DEVICES

BE LOYAL TO ROYAL SOCKETS





"Royal" Pull Socket

THEY ARE
INTERCHANGEABLE
DEPENDABLE
LICENSED

They employ a familiar construction, but give unmistakable evidence of that nicety of manufacture and perfection of finish that have distinguished all Weber goods for more than fifteen years.

And the Line Is Complete

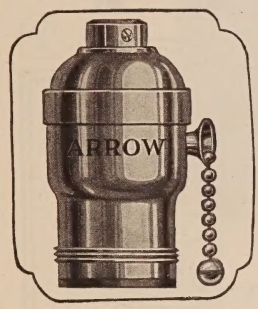
7 Socket Bodies
8 Switch and Rosette Bodies
20 Caps **19 Bases**

HENRY D. SEARS
General Sales Agent
80 BOYLSTON STREET
BOSTON 11, MASSACHUSETTS

District Sales Representatives in
New York Philadelphia Detroit Chicago
San Francisco Los Angeles

Don't Take Sockets For Granted

Use Only The Best



No. 65250

ARROW FEATURES

All sockets electrically tested.
Large binding posts.
Ample wiring room.
Strong shell fastenings.

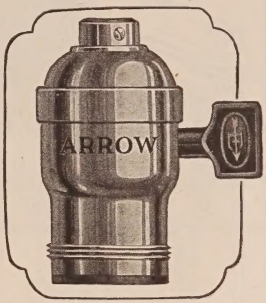
PULL SOCKETS

Break more current.
Interposing fibre baffle plate smothers arc—

Chain can't cause short circuit.
Contacts protected by two fibre discs, double insulation.

Brushes won't break.
Long flexible contact.

No flickering lights.
Center contact soldered direct to brush contact.



No. 59480

No. 7001

KEY SOCKETS

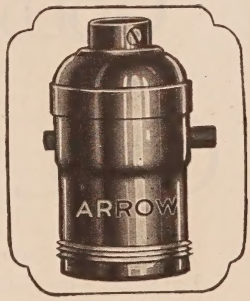
Break on center contact.

KEYLESS SOCKETS

No loose connections.
One piece center contact, horseshoe and binding posts—

PUSH THRU SOCKETS

660 Watt mechanism.



No. 8009

Identify Yourself with a Quality Line

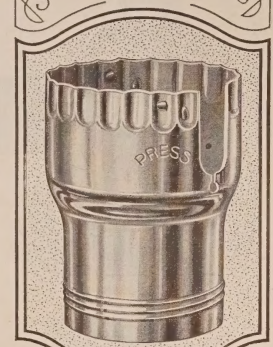
THE ARROW ELECTRIC COMPANY
HARTFORD, CONNECTICUT

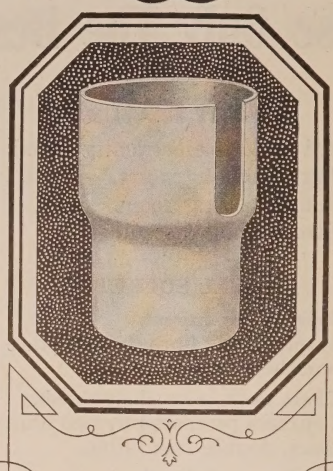
ELECTRICAL ARROW WIRING DEVICES

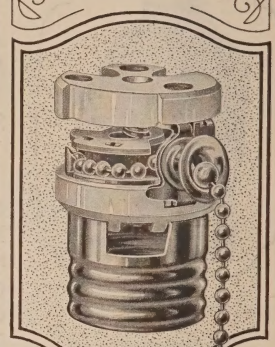
ARROW

The complete line of Wiring Devices

H & H







GOLDEN TASSEL SOCKET
with the new
GOLDEN LINING

THIS further refinement on the H&H Pull Socket:—the Golden Lining replacing the old black composition.

That "band of mourning" below the shell gives way to a yellow-brown fibre lining, which blends with the yellow of the brass.

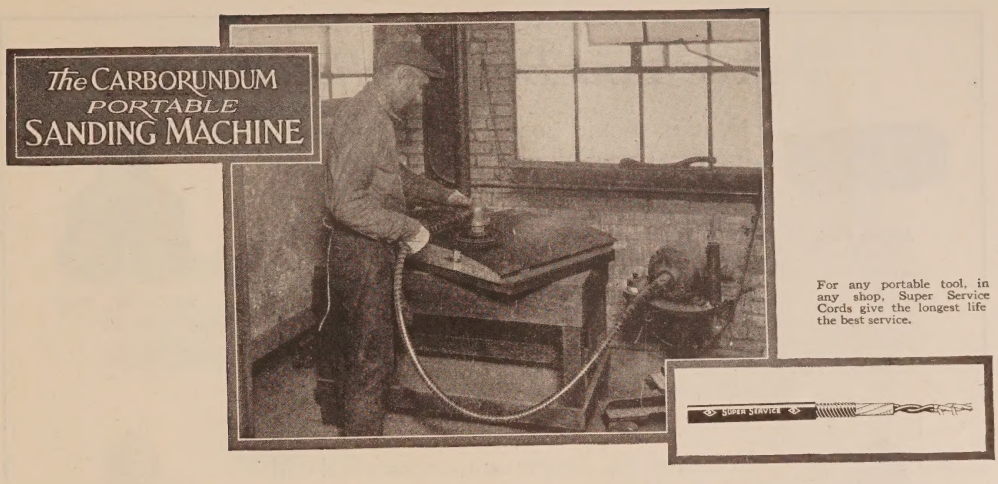
All the insulating quality of black composition; approved by the Underwriters' Laboratories. And *you* will approve from the standpoint of customer-appeal.

IT adds one more artistic feature to the beauty of a mechanically fine socket, and an artistically finished socket.

Distinguished *first* by the smooth, even pull. Next by the Golden Tassel on the pull chain. Now by the Golden Lining in the shell.

And the biggest point in this better socket:—it gives more point to your bids for the better jobs.

THE HART & HEGEMAN MFG. CO. HARTFORD, CONN.



For any portable tool, in any shop, Super Service Cords give the longest life the best service.

Another manufacturer of portable machinery adopts Super Service Cords

The Carborundum Portable Sanding Machine has revolutionized the finishing of metal products by eliminating the old method of hand filing and buffing. It gives a better finished metal with lower labor costs and greater production.

But this greater production depends upon a constant supply of current. What more natural then than the selection of Super Service Cord for the portable feed line?

In Super Service you have a cord that has been vulcanized in steel molds under tons of pressure—a process that is not used for any other wire. A process that gives perfectly centered conductors in a two-layer, outer jacket of rubber that is tough, flexible, waterproof and both acid and oil resistant.

Pull it and yank it about as much as you like. Walk on it, run trucks over it, give it all the general abuse of a busy shop, month after month,—it is built to stand just such service.

If your portable cords are wearing out too fast, if they are constantly breaking and shorting, try a length of Super Service and see how long a really good cord will last.

ROME WIRE COMPANY

Mills and Executive Offices: Rome, N. Y.

Diamond Branch: Buffalo, N. Y.

New York
50 Church Street

Boston
Little Building

Chicago
14 E. Jackson Blvd.

Detroit
25 Parsons Street

Cleveland
1200 West 9th Street

Los Angeles
J. G. Pomeroy, Inc.
336 Azusa St.

San Francisco
J. G. Pomeroy, Inc.
51 Federal St.

SUPER SERVICE
CORDS and CABLES

2559

A ROME WIRE PRODUCT

Are You Being Misled?

Anylite RP-1
List $.50

Dealers should not be misled into thinking that cheap plugs sell more readily than Anylite guaranteed plugs. They do not.

Yes, indeed, some cheap plugs are being sold. But many a good customer has been lost because of unsatisfactory merchandise.

Keep this thought in mind. No store ever lost trade by selling merchandise that was the last word in quality. A satisfied customer is a permanent customer.

You can keep your customers satisfied with Anylite Products.

Order from your jobber today.

Anylite Twin Plug
List $.45

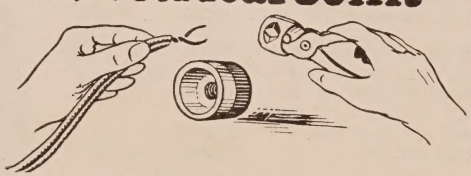
Anylite Regulator
List $1.10

Anylite Electric Co.

Fort Wayne, Indiana

Anylite TP-3
List $.65

Simplest, *Quickest* Electrical Joint



All that's needed to make a quick, permanent joint, perfect electrically and mechanically—a pair of pliers, an IDEAL Connector and the wires.

Approved by Underwriters' Laboratories
FOR SALE BY LEADING JOBBERS

COUPON

IDEAL COMMUTATOR DRESSER CO.
1037 Park Ave., Sycamore, Ill.
Gentlemen: Please send me FREE sample of IDEAL Wire Connector.
(Jasper Patent Pending)

Name .....
Position .....
Company .....
Street Address .....
City .....

BARE AND INSULATED WIRES

WEATHER-PROOF TRADE MARK "O.K." LINE AND HOUSE WIRES

"OK" Weatherproof Wire
"Parac" Rubber Wire
Slow Burning Wire
Bare Copper Wire

PHILLIPS WIRE COMPANY
Pawtucket, R. I.

ATLANTIC
INSULATED WIRES

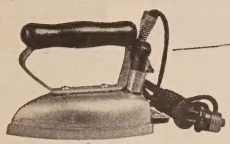
NEPTUNE ATLANTIC — DOLPHIN ATLANTIC — TRITON ATLANTIC

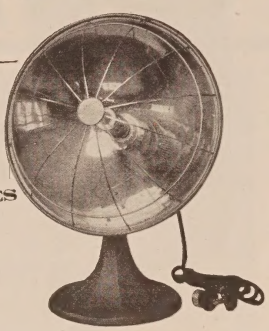
Including all types of rubber covered, and rubber covered lead encased wires and cables, bare wire, magnet wire, and flexible cords.

ATLANTIC INSULATED WIRE & CABLE COMPANY
Rome, N. Y.

ROCKBESTOS

-the asbestos covered wire





Dominion Electrical Mfg. Co.
MANUFACTURERS OF
ELECTRIC HEATING APPLIANCES
116 FIRST AVENUE NORTH

MINNEAPOLIS, MINN.

September 21st
1925

Rockbestos Products Corporation,
New Haven,
Connecticut.

Gentlemen:

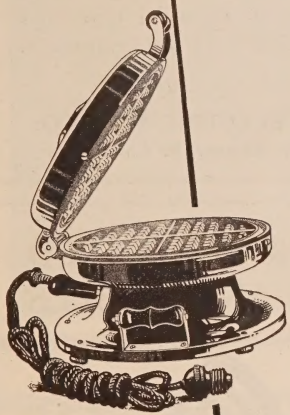
We demand that all materials entering into the production of our merchandise be of the highest quality obtainable.

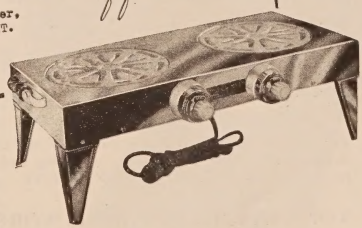
We use ROCKBESTOS heater cords, stove wire, fixture wire, etc., and have found them to be entirely satisfactory. They meet our requirements in every way.

Very truly yours,

DOMINION ELECTRICAL MFG. COMPANY
B. Shaffer
B. Shaffer,
PRESIDENT.

BS:AS





Highest Quality Obtainable!

That's ROCKBESTOS. And that is why ROCKBESTOS wire is standard with the manufacturers of better heating appliances. Service and durability with perfect insulation are the basis for this standard.

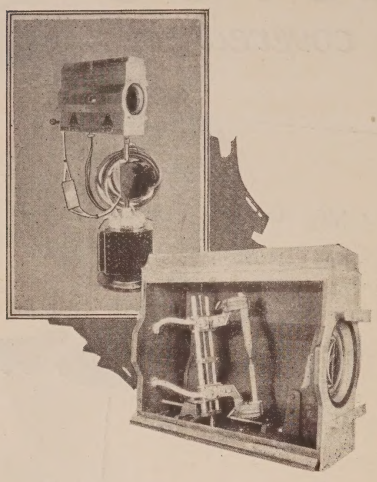
Let us send you samples of Rockbestos—asbestos wires and cables for every purpose.

ROCKBESTOS PRODUCTS CORPORATION

5942 Grand Central Term. Bldg., New York — NEW HAVEN, CONN. — 224 Madison Term. Bldg., Chicago

Deltabeston

THE WIRE WITH THE LONG ASBESTOS FIBRE



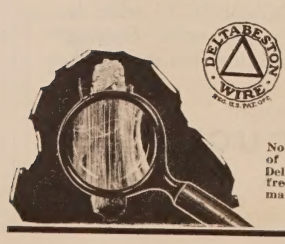
In the intense heat of stage spotlights

For stage lighting and long-distance lighting for motion picture projection, a wire highly resistant to heat is essential. In the intense heat of Bliegl spotlights, noted for their quality and reliability, Deltabeston Moving Picture Machine Cable is always on the job.

It is a highly flexible conductor covered with a felted asbestos insulation, over which is an outer braid of asbestos impregnated with heat and moisture resisting compounds.

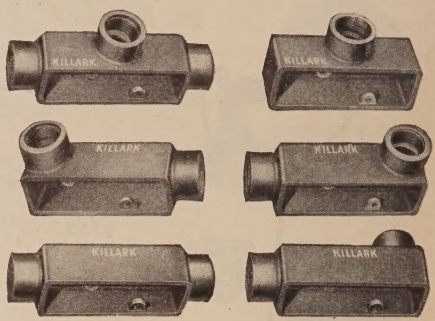
Ask for a sample and see for yourself why Deltabeston wires and cables are so widely known for better service. Write us NOW, TODAY.

YORK INSULATED WIRE WORKS
of General Electric Co.
120 BROADWAY, NEW YORK



Note the extra length of the asbestos fibre. Deltabeston asbestos is free from all metallic matter.

ELECTROLET Conduit Bodies



Electrolet bodies for exposed conduit are made in all the usual types and sizes required by electrical contractors.

Write for booklet

KILLARK ELECTRIC MFG. CO.
3940 Easton Avenue, St. Louis, Mo.

RUBBER INSULATED WIRES AND CABLES

National Electrical Code Standard
Intermediate (Red) Thirty Per Cent

Wire built under the direct supervision of experienced engineers, skillfully and honestly manufactured with one purpose and result.

Continuous Service

A-A WIRE CO., Inc.

110 EAST 42nd STREET
NEW YORK CITY

The Mark of Quality

Firestone

FRICTION TAPE

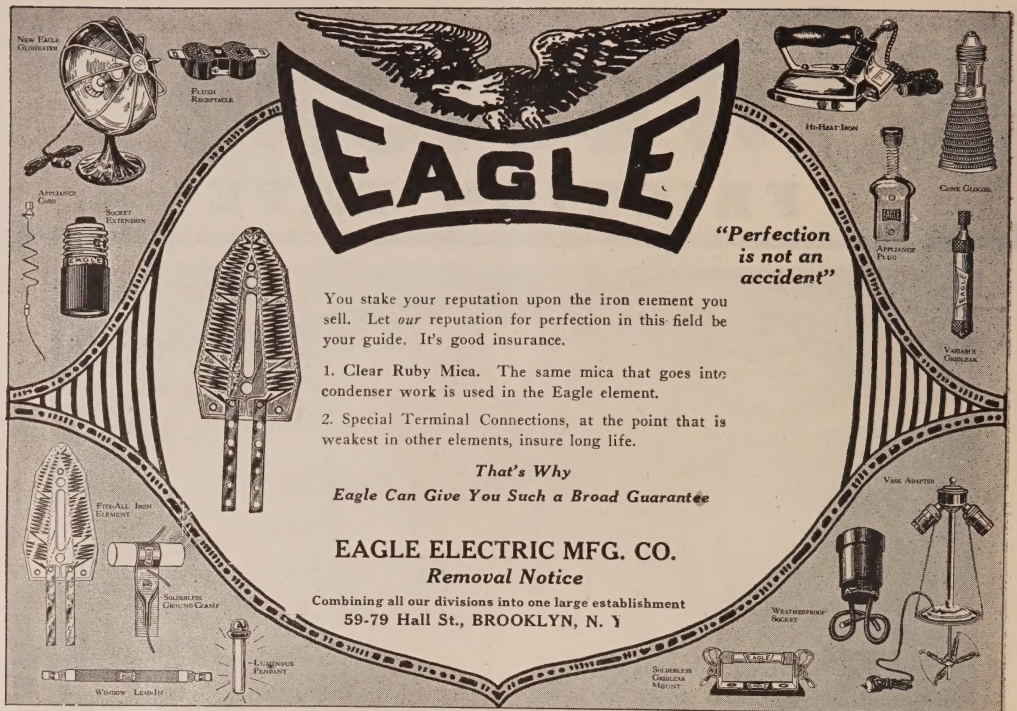
Surpasses Every Requirement In Rigid Laboratory Tests

Electricians and mechanics prefer Firestone Friction Tape because its greater tensile strength permits a tighter grip for binding cables together, and a neater, more enduring job of insulation on splices. Its greater strength and adhesion make this tape also the choice of household users for mending irons, electric light cords, repairing garden hose and many other tasks.

Rigid laboratory tests prove greater tensile strength, dielectric qualities, adhesion and endurance than even the American Society for Testing Materials demands.

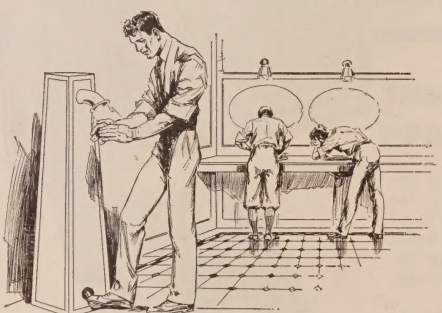
A vigorous, growing demand for Firestone Friction Tape makes it a profitable item—and its quality builds good will. Sold in bulk or convenient display cartons. Write or wire the Home Office at Akron, Ohio, or the nearest Firestone Branch for discounts and specifications.

AMERICANS SHOULD PRODUCE THEIR OWN RUBBER - - H.S. Firestone


EAGLE
"Perfection is not an accident"
You stake your reputation upon the iron element you sell. Let *our* reputation for perfection in this field be your guide. It's good insurance.
1. Clear Ruby Mica. The same mica that goes into condenser work is used in the Eagle element.
2. Special Terminal Connections, at the point that is weakest in other elements, insure long life.
That's Why
Eagle Can Give You Such a Broad Guarantee
EAGLE ELECTRIC MFG. CO.
Removal Notice
Combining all our divisions into one large establishment
59-79 Hall St., BROOKLYN, N. Y

SHELTON *Automatic Electric* TOWEL

for Y. M. C. A.'s, Hotels, Turkish Baths and other Public Wash Rooms



Wherever people wash or bathe, the

SHELTON ELECTRIC TOWEL

Is a Necessity

Just press the lever with your foot, and a large volume of hot air is released from the arm, enabling one to dry the hands and face quickly, besides being more sanitary than towels.

No. 350—Price complete $135.00

Shelton Electric Co., Long Island City, N. Y.

New York Office, 48th St., East of Lexington Ave.

Chicago 30 E. Randolph St.

GARFIELD *Insulation*

FIREPROOF HEMIT INSULATION

"GUMMON" is the standard and original Cold Molded Insulation, made by the oldest and largest producer. Continuously improved to meet increasingly exacting requirements.

GUMMON

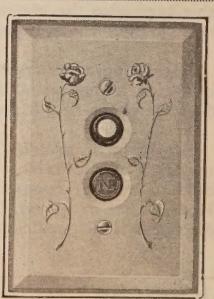
Get our booklet. It will pay you to know Garfield Insulation — Strong — Serviceable — Economical — Heatproof.

GARFIELD MANUFACTURING CO.

Garfield, N. J.

SKINNER'S

Cut Glass Switch Plates



BEAUTIFULLY finished in gold, white or ivory colors on back.

Electricians and Paperhangers get your supply from your jobber, or write to factory if your jobber does not have them.

Manufactured by

W. SKINNER & SON, Inc., Hammonton, N. J.

Tirex in the Carpenter Shop

Built and Wears Like a High Grade Tire

Ask any carpenter how often he must stop to go "get the 'lectrician" because of a broken lampcord.

But this seldom happens when drills are equipped with TIREX.

TIREX Portable Cord gives long satisfactory service even when dragged or drawn, pulled or hauled over rough and ragged obstacles, through mud and water, or over surfaces contaminated with waste oils, leaking acids and escaping gaseous or liquid alkalies. Its smooth rubber surface does not retain dirt and therefore it can easily be kept clean.

TIREX Portable Cord successfully resists the battering of rolling truck wheels just as a high grade tire meets the wear of cobble stones.

Because of its superior qualities, TIREX gives at least four times the wear of any fabric-covered cord. Extra wear and service means economy.

TIREX Portable Cord is also flexible and pliable. Its rubber construction enables it to resume its normal position when coiled, bent, twisted or knotted—it will not kink.

TIREX Portable Cord is stocked in one, two, three and four conductors in the regular sizes. It fits standard connections and sockets.

Two and three conductor Nos. 14, 16 and 18 and two conductor No. 12 are packed in special cartons containing 250 feet each, so constructed that the cord may be drawn out as needed without disturbing the remainder of the coil.

SIMPLEX WIRE & CABLE Co

MANUFACTURERS

201 DEVONSHIRE ST., BOSTON 9

CHICAGO SAN FRANCISCO NEW YORK

TIREX

PATENTED
APPROVED

SHERMAN FIXTURE CONNECTORS

For Connecting All Small Wires

BIGGER PROFITS — BETTER WORK

Sherman Fixture Connectors quickly demonstrate their greater worth and their economy. Contractors find them most profitable because they save most time and do best work. Simply screw down the screws, tape, and the connection is made. Every good connection should be taped.

Sherman Fixture Connectors mean safe, durable connections. They give a better contact. Made of all brass—perfect conductivity. Rust Proof. They can be quickly disconnected. No torch or solder is needed. Workmen like them because they are easier and cleaner to use.

Extension Connectors

For show room fixtures.
Where frequent removal is necessary.
No solder.
No tape.
A pair of fixture connectors in a handsome insulating case. Requires no taping and instantly removable.

Sample 40c.

Trial Hundred $3.80

Order a trial hundred and learn how you can save money. A sample sent free.

Only one size needed

Money saved in labor actually pays their cost.

H. B. SHERMAN MFG. CO.
Battle Creek, Mich.

O.K.

***non-raveling* Friction Tape *and* O. K. Splicing Compound**
for safe, permanent jobs

JOBBERS IN ALL PRINCIPAL CENTERS

Factory Representatives:

GRIFFITHS & HENDERSON
217 Dickson St., St. Louis, Mo.
W. C. RARDIN
213-215 North Desplaines St., Chicago, Ill.
L. A. BELL, JR.
Santa Fe Terminal Whse. Unit No. 2, Dallas, Texas.
H. C. BIGLIN
138 Marietta St., Atlanta, Ga.
STIVERS & WEBER
1775 Broadway, New York City.
D. C. GRIFFITHS CO.
Rockefeller Bldg., Cleveland, Ohio
W. A. CRAVESON
4-154 General Motors Bldg., Detroit, Mich.
The GEO. A. GRAY COMPANY
918 Howard St., San Francisco, Calif.
D. K. POST & CO.
231 East 6th St., Plainfield, N. J.
SIBLEY HOSE & RUBBER CO.
26 North Fifth St., Philadelphia, Pa.
ELECTRIC SALES CORP.
Toronto, Canada
L. A. WEILLER
617 Lexington Bldg., Baltimore, Md.
WHITE-SEIBERLING CO.,
Flatiron Bldg., Akron, Ohio

If our representative in your territory is not shown here, write us for his name.

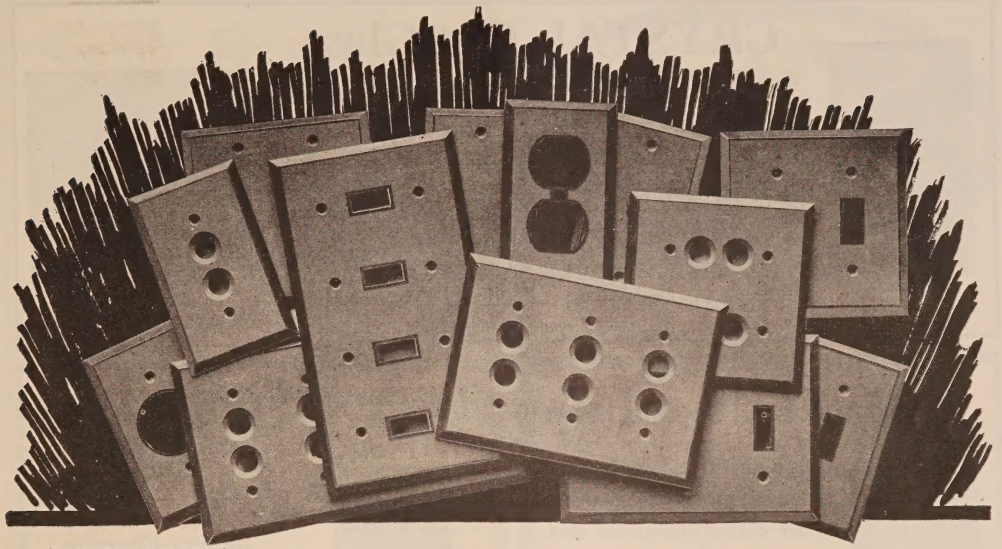
Appleton Rubber Co., Franklin, Mass.

MACHINE SCREWS
SCREW MACHINE
PRODUCTS

Wire Forming
Light Metal Stampings

WARNER BROTHERS COMPANY
Metal Department
BRIDGEPORT, CONN.

PUT YOUR WIRES ON THE SURFACE WITH
WIREMOLD
THE WIREMAN'S FRIEND

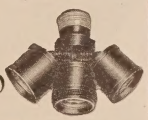


REYNOLITE Masterpiece Flush Plates

TRADE MARK REG. U.S. PAT. OFF.

For Fine Interiors

#240



#340

#360

#220

#380

Famous REYNOLITE MULTIPLE Current TAPS

EVERYBODY recognizes at sight the superior beauty and value of these new molded flush plates. And their quality is in keeping with their appearance—strong and shock proof, their rich finish unchanged by atmospheric conditions, heat, cold or acids—cannot tarnish or corrode.

Not—"just as good as"—BETTER!

They provide that final touch of refinement appreciated by people of discriminating taste. Types to fit all standard switch and convenience outlets. Complete with molded attachment screws in attractive individual containers for retail sales—*no special screws to buy or stock.*

SPECIAL UNDARK luminous head attachment screws also supplied

REYNOLITE DIVISION

REYNOLDS SPRING COMPANY

JACKSON, MICH., U. S. A.

NEW YORK CHICAGO DETROIT PHILADELPHIA
KANSAS CITY PITTSBURGH DALLAS LOS ANGELES

Send for circular "*In Good Taste*" describing this quick selling line.

PIONEERS OF MOLDED PLATES

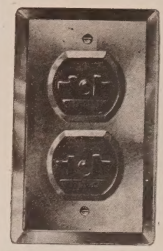
REYNOLITE

TRADE MARK REG. U.S. PAT. OFF

Largest Commercial Production Molders of BAKELITE—REYNOMOLD—DUREZ

CRYSTAL Cut Glass

Switch and Receptacle Plates



DUPLEX RECEPTACLE PLATE

The housewife is no longer satisfied with a switchplate which is out of harmony with everything else in the room. The big national magazines, interior decorators and architects are recommending CRYSTAL *cut glass* plates.

They blend with any interior furnishings, they look as well five years after the installation as the day they are put up, and they require no care except an occasional wiping off.

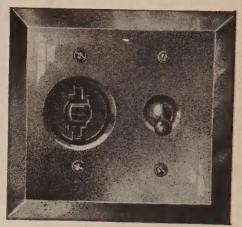
The "CRYSTAL" plate is not to be confused with ordinary glass plate. It is pure, perfect, unblemished.

The standard finish is the Mirror Plate in Gold or Silver and the CRYSTAL Clear Transparent Plate.

The line is complete—for all switches and receptacles.

Write for literature

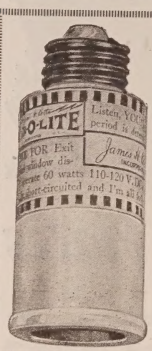
A splendid over-the-counter proposition as well as a real opportunity for the contractor to improve his installation and increase his profit on the job.



COMBINATION PLATE

CRYSTAL SWITCH PLATE CO. 32 BROADWAY, NEW YORK

(Jobbers in principal cities)



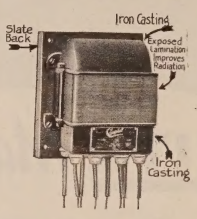
Flash-o-Lite

Let a "Flash-o-Lite" guard your safe at night; protect your cellar entrances and stand watch over your outlying buildings.

JAMES H. BETTS, Inc.
1395 Sedgwick Ave., N. Y. C.

TRANSFORMERS

for Every Purpose

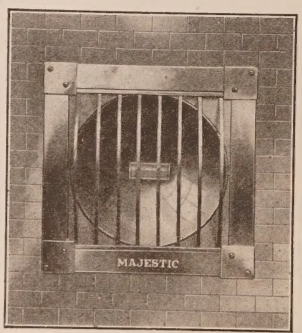


Radio Industrial
High Voltage
Battery Charging
Inductances
Amplifiers

Write for prices.

CAMPBELL MFG. CO., Lynn, Mass.

A new development which lifts you above profitless competition



The new MAJESTIC wall heater is meeting with a big response. There's a widespread field for it, and the trade has been quick to grasp its saleability.

It heats thoroughly and quickly. Built flush with the wall, it is out of the way and a permanent bathroom fixture.

Write for Literature

Majestic Elec. Development Co.
1705 Allegheny Ave., Philadelphia, Pa.

Genuine Arnolds
—look Better
—work Better
—SELL Better
THERE'S real volume business—and profits—selling genuine Arnold Vibrators and Hairdryers. Complete to the last detail, in leatherette plush-lined cases, they look the money—and they're worth it!
ARNOLD ELECTRIC CO.
RACINE, WISCONSIN
$13.75

SMALL STAMPINGS

for

Electrical and
Radio
Manufacturers

Specializing in

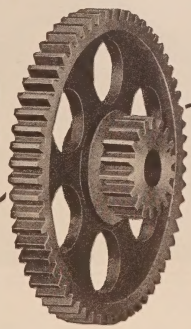
CUPS LUGS
SHELLS TERMINALS
FERRULES FUSE PARTS

Adequate Facilities for
Complete Assemblies

Daylight Factory—Modern Equipment

PATTON-MACGUYER CO.
Baker St. and Virginia Ave.
PROVIDENCE, R. I.

for
ALL
Household
Appliances



Look at the Gears!

Perkins Appliance Co.
4 Birnie Avenue, Springfield, Mass.

Tested and Approved
SERIAL NO. 0000
by
Good Housekeeping
© Institute
Conducted by
GOOD HOUSEKEEPING MAGAZINE

THIS SEAL HELPS TO SELL YOUR PRODUCT

Because of the Guaranty behind every article advertised in Good Housekeeping, no goods susceptible to Test may be advertised in Good Housekeeping without Test and Approval by Good Housekeeping Institute.

★

Millions of women who buy electrical merchandise for their homes, and thousands of dealers who handle electrical merchandise know that fact.

★

The Seal, therefore, as a visible proof of Good Housekeeping's Test and Approval, is a powerful aid in selling your product.

★

Among the goods authorized to bear the Seal of Approval are:

Device	*Serial No.*
Ironrite Ironer	2593
Eden Washer	2605
Electric Sweeper-Vac	483
Hotpoint Hughes Electric Range	132
Estate Toaster	1983
Simplex Electric 3-Heat Pad	59
Waage Triple Heat Iron	370
Universal Electric Cooker	228
Western Electric Fans	402
Family Waffle Baker (Griswold)	5

THIS LIST WILL BE CONTINUED

GOOD HOUSEKEEPING
119 W. 40th St., New York
326 W. Madison St. Chicago
205 New England Trust Bldg. Boston

He Carries A Factory *with him* - - -

HE can't pull a factory out of his grip, but he carries one in his head.

We call him a salesman because he's paid to sell Domestic Electric Motors. But for your purpose he might as well be a member of your own technical staff, specially trained in the application of motors to your product.

He knows the merchandise he sells because he's factory trained. He has put in his time at a bench as a mechanic; he has built motors and serviced them; he has worked shoulder to shoulder with Domestic Electric research engineers in our experimental laboratories.

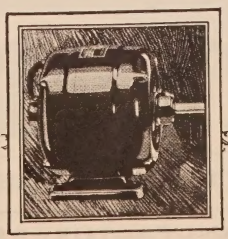
He brings to customers and prospective customers *all* that the Domestic Electric factory has to offer in the way of a product and a service. He knows our past record and our future plans. He really *represents* us.

You'll find this Domestic salesman "short" on high pressure talk and "long" on business common sense. He won't make an audience of you, but will listen himself—then go to work.

We judge the value of a salesman just as we judge the value of a motor—by the extent to which he can serve. We want you to judge him by this same standard. Use him the next time he calls. He's as much a part of Domestic Electric service as his product. 67

THE DOMESTIC ELECTRIC COMPANY
CLEVELAND OHIO

Domestic Electric Motors



American Blower Sales Helps

In any room
- removes smoke and close air
American Blower HOME VENTILATING FAN
In the bedroom
-draws in cool outdoor air on hot nights
American Blower HOME VENTILATING FAN
In the kitchen
-removes smoke and odors
American Blower HOME VENTILATING FAN
American Blower
Sirocco
HOME VENTILATING FAN

American

"Sirocco" TRADE MARK

VENTILATING, HEATING, AIR CONDITION-

MANUFACTURERS OF ALL TYPES OF AIR

are free!

This valuable stand is a real live sales getter. It can be used in your window (in motion) to attract passersby, or placed on your showroom floor and used as a demonstration stand. It ties right in with the advertising effort being put forth by the American Blower Company to increase your sales. It is ruggedly constructed to last indefinitely and it is FREE to American Blower Dealers.

These attractive window and counter cards designed for permanent use in your salesroom can be used with the display stands to make up a very handsome window which will assist you in making sales.

The American Blower company, in line with its policy of giving every possible sales help to dealers, not only furnishes display stands, window and counter cards, but also supplies dealers with interesting and attractive literature, banners and countless other sales helps, free of charge.

A great number of the largest and strongest electrical dealers in the country are "cashing in" selling American Blower Fans with these sales helps. Are You?

Write us today for complete details on American Blower Fans and our 1926 merchandising plan.

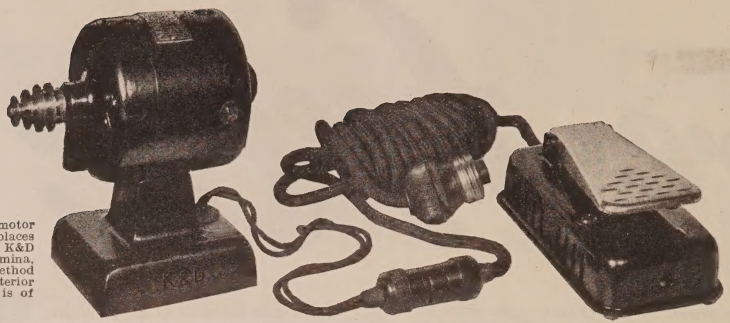
AMERICAN BLOWER COMPANY, DETROIT
BRANCH OFFICES IN ALL PRINCIPAL CITIES
CANADIAN SIROCCO COMPANY, LIMITED, WINDSOR, ONTARIO

(514)

Blower

ING, DRYING, MECHANICAL DRAFT

HANDLING EQUIPMENT SINCE 1881



The jewelers' lathe motor is just one of the places where the little K&D demonstrates its stamina, and where K&D's method of protecting the interior from dust and dirt is of great value.

This is what *specializing* has made it possible for us to offer the appliance manufacturer

For over twenty-seven years we have specialized upon the small motor; constantly improving our processes, developing the small motor into the powerful little giant now generally accepted as the most dependable in the field for vacuum cleaners, sewing machines, etc.

Specializing has brought about large scale production as well.

We offer appliance manufacturers a proposition which is decidedly advantageous, whether the complete motor is requested or whether the power unit is to be incorporated in the appliance casting.

Dealers! **When you see a K&D motor in any appliance, you can have confidence in that device. You can recommend it without hesitation, because we back the motor and the appliance man stands back of his appliance.**

KENDRICK & DAVIS CO.

Lebanon, New Hampshire

Meet the "Trade In" Problem *SQUARELY*

Get Quick Turn Over *and* Real Profit *with the*

Hamilton Beach *Vacuum Sweeper*

and the $12.50 TRADE IN ALLOWANCE

THERE is no use side stepping the "Trade In" Problem. It must be met if you are to get the business of present owners of electric cleaners who want new machines but just won't throw away their present ones. And you know how tremendous this market is.

Right now Hamilton Beach Dealers are offering the owner of any electric cleaner an allowance of $12.50 for her old machine, regardless of make, condition or age. No red tape—no strings. It's a clean proposition because Hamilton Beach takes these "trade ins" off your hands.

And remember, these "Trade In" cleaners are *not* reconditioned and dumped at cut rate prices, killing your prospects for *full profit sales*. We scrap them and put them entirely off the market.

The Hamilton Beach De Luxe cleaner is known the world over for its Quality. It's nationally advertised too in The Saturday Evening Post, Ladies Home Journal and Good Housekeeping. The margin of profit is Big—the largest dollars and cents gross profit of any machine built. In addition we furnish a complete line of proven Dealer Sales Helps.

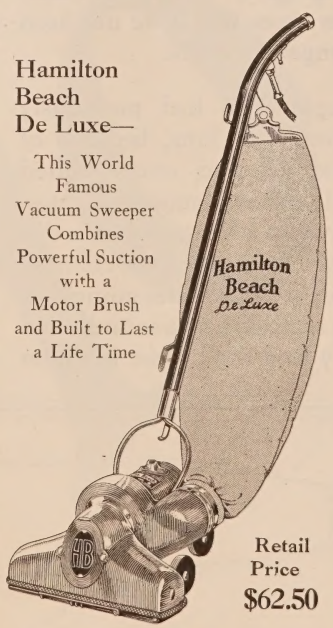
Write for details of the Hamilton Beach *Sales Plan*. It's going to be a hard proposition to compete against. Get it yourself. The greatest selling months are just ahead. Write today for the greatest proposition ever offered in the history of the cleaner business.

Hamilton Beach Mfg. Co.
Racine, Wisconsin

Manufacturers of Vacuum Sweepers, Home Motors, Tailor and Jeweler's Lathe Motors, Bench Grinders and Polishers, Drink Mixers, Vibrators and Hair Dryers.

Hamilton Beach De Luxe—

This World Famous Vacuum Sweeper Combines Powerful Suction with a Motor Brush and Built to Last a Life Time



Retail Price
$62.50

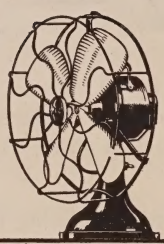
Now is the time to order your

Wagner Fans

IF you intend to take full advantage this year of the growing popularity of electric fans, ask distributors to show you the full line of Wagner Fans.

Last year these fans were new —but they quickly won a national reputation purely on merit. Never before had fan buyers seen a fan that ran so silently, and projected so much breeze. The reason is, that these fans were scientifically designed as an improvement over types that have not been changed for years.

People who had previously objected to fans, because of noisiness and uncontrolled drafts, show immediate interest when a Wagner Fan is displayed running on the counter. They see the blades going, but can scarcely hear a sound! And they find the breeze is under perfect control; going directly where it is desired, instead of being puffed out broadcast. Many a Wagner Fan has been sold to people who found that their fan objections did not apply to *this* fan.



LIST PRICES

9-inch, high-speed non-oscillating $10.00 A. C. only
9-inch, high-speed oscillating $12.50 A. C. only
10-inch, high-speed oscillating $16.50 A. C. only
12-inch, high-speed non-oscillating $23.00 A. C. or D. C.
12-inch, high-speed oscillating $30.00 A. C. or D. C.
12-inch, low-speed oscillating $30.00 A. C. or D. C.
16-inch, low-speed oscillating $35.00 A. C. or D. C.
16-inch, high-speed oscillating $35.00 A. C. or D. C.
56-inch, ceiling fan $52.00 A. C. or D. C.

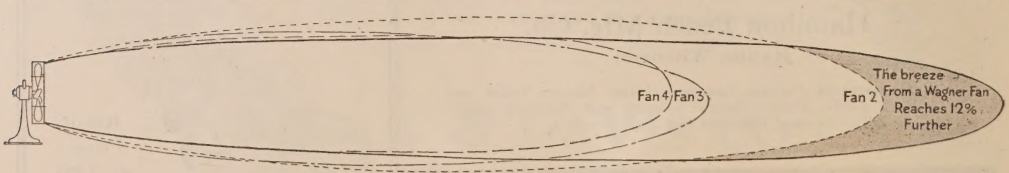
Ventilating Fans
12-inch $29.00 A. C. or D. C.
16-inch $33.00 A. C. or D. C.

Above prices cover fans for 110-volts 60 cycles or 110-volt direct current only.

WAGNER
ELECTRIC CORPORATION
6400 Plymouth Avenue
Saint Louis

Recently these fans were tested in comparison with other representative makes, and the test proved that the breeze from the Wagner Fan reaches 12 per cent further. This efficiency of the fan is consistent in every detail; the heart of the fan is a Wagner, Quality motor — sturdy, and very economical in its use of electricity.

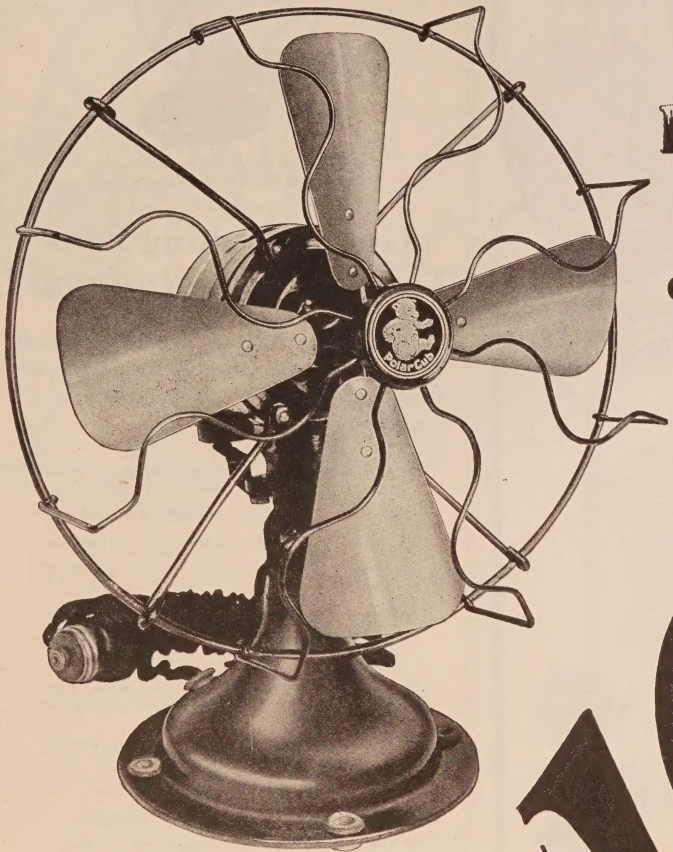
An order placed *now* will give you stock in time to take advantage of the first warm weather. Many a dollar slipped away from retailers who waited for hot weather before buying last year.



In a comparative test with other representative makes the Wagner Fan projected a breeze 12 per cent further. A comparison of the four leaders of the test is here shown.

6231-5

THE GREATEST FAN VALUE EVER OFFERED



Polar Cub
SENIOR
10-in.
OSCILLATING
FAN
Retails for

$10.00

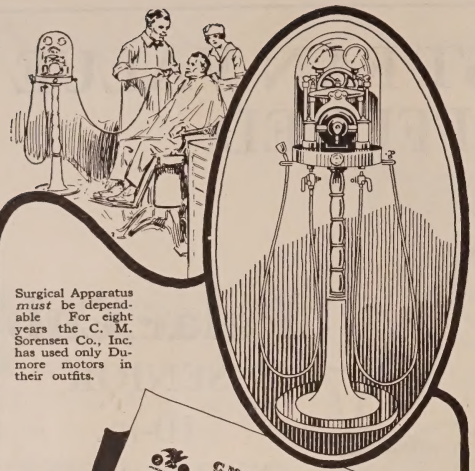
Other Models Retailing for

$6.50—Polar Cub Senior 10-in. Stationary Fan
$4.50—Polar Cub 8-in. Junior Fan
$3.95—Polar Cub 6-in. Junior Fan

ORDER EARLY. GREAT SHORTAGE WILL EXIST ON THESE FASTEST SELLING, BIGGEST VALUE FANS EVER OFFERED.

THE A. C. GILBERT CO.
265 Peck St., New Haven, Conn.

The A. C. Gilbert Co.,
265 Peck Street, New Haven, Conn.
Please send me by P. P. one sample of the Polar Cub Senior 10-in. Oscillating Fan. I enclose herewith check for $7.00.
Name .....
Street ..... State .....
City .....



Surgical Apparatus *must* be dependable For eight years the C. M. Sorensen Co., Inc. has used only Dumore motors in their outfits.

C. M. SORENSEN CO., INC.
[illegible] JACKSON AVENUE.
LONG ISLAND CITY, N.Y.
Mar 12, 1920.

Wisconsin Electric Co.,
Racine, Wis.
Gentlemen:
We wish to thank you for the services you have rendered us in the past eight years, during which time we have exclusively confined our requirements for small motor outfits to your make, which I can unhesitatingly state have given us great satisfaction. With a consumption of approximately two thousand motors per year, we are not unmindful of the fact that a fractional percent. We feel that with your services and quality we have obtained the best at the lowest cost.
Yours very truly,
C. M. SORENSEN CO., INC.
PRESIDENT

Service and Quality

at the Lowest Cost

That's the verdict of C. M. Sorensen, Long Island City, N. Y. And Mr. Sorensen ought to know, because he has used a large quantity of Dumores in the last eight years.

Our Engineering Service Department is organized to help manufacturers. Perhaps *you* have some problem involving the application of small motors. Let us talk it over with you. Maybe we can help you iron out the kinks.

No obligation. Just write or wire.

Wisconsin Electric Company
19 Sixteenth St. Racine, Wis.

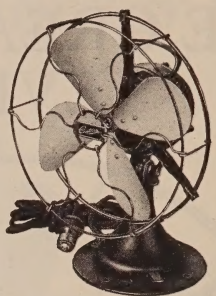
DUMORE
Fractional H.P. Motors

Type D
1/6 h.p. Cast iron frame. Enamel finish. Plain bearings, grease cups. Operates on A.C. or D.C.

No. 3GM—Stripped
1/4 h.p. Aluminum frame. Enamel finish. Normal bearings, ventilated. Operates on A.C. or D.C.

Type A—Stripped
2/3 h.p. Cast iron frame. Enamel finish. Babbitt bearings, wick oil feed. Operates on A.C. or D.C.

Type SAX
2/3 h.p. motor with special base. Nickel plated. Operates on A.C. or D.C.



Century 12 in. Portable Oscillating Fans Built for AC and DC Service

Good-Looking Fans That "*Keep a-Running*"

Century Fans have a high sales appeal because of their pleasing, attractive appearance and their "Keep a-Running" reputation.

1. Induction type motor for AC fans and a series-wound motor for DC fans.
2. Fully enclosed motor—excludes dust and dirt.
3. Oscillating fan motor supported on ball bearings.
4. 3-point switch and speed regulating coil on oscillating fans.
5. Fan motor bearings are of cast phosphor bronze, accurately machined and with machine-cut figure-8 oil grooves, which assures positive lubrication over the entire bearing surface.
6. Double-reduction steel worms and bronze gears generously proportioned — they cannot be stripped.
7. Escapement device permits adjusting direction of breeze without lifting or moving the fan—prevents the fan from stopping or tipping over should it oscillate into a stationary object.
8. Pressed steel base—light weight but durable.
9. Blades of heavy brass, dipped and lacquered—exceptionally wide and deeply pitched. Quiet operation.

Century Fans are made in the following sizes and types:
Oscillating Portable: AC. and DC., 9, 12 and 16 inch, 3 speed;
Stationary Portable: A.C., 9 inch, 1 speed switch in base;
Ceiling Fans: A.C. and D.C., 58 inch sweep, 3 speed;
Ventilating Fans: A.C. and D.C., 16 inch, 3 speed.

CENTURY ELECTRIC COMPANY
1806 Pine St. St. Louis, Mo.

Twenty-nine Stock Points in the United States and More Than 50 Outside Thereof

Portable **Century FANS** Ceiling

What Does He Know About a Fan?

Day-Fan Fans* are used in China, India and the Tropics.

They are handled by natives who know nothing about electric fans—who are still a little awed by the rush of air that follows the turn of a switch.

These people must have a fan that never gives trouble—that never needs an "up the street mechanic" to take care of petty adjustments.

Fan users of the Tropics and other countries where motors must work under heat and moisture conditions use Day-Fan Fans. They have learned that Day-Fans are built to meet their standards of service and run without asking for the adjustments that a native cannot give.

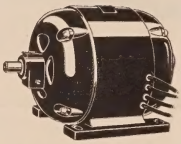
All Day-Fan Fans are built to this "export trade" standard—which is why they serve in our country with such ease for many seasons of hot spells—consistently giving large air delivery.

Write us for information.

**Formerly Dayton Fans.*

The Dayton Fan and Motor Company

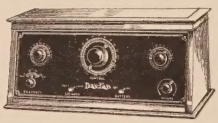
Dayton **Ohio**



Day-Fan Motors

(Formerly Dayton Motors)

Day-Fan Motors are so well built that they are practically heat and moisture proof. They are popularly used on washing machines, pumping systems and other appliances that use fractional horse power motors.



Day-Fan Radios

Our 37 years experience manufacturing high-grade electrical apparatus served us so well that the Day-Fan Radio has become known from coast to coast as a "musical instrument."

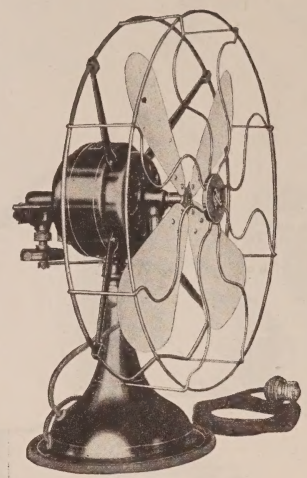
Day Fan

RADIO • MOTORS • FANS

PRODUCTS

For More Than 37 Years Manufacturers of High Grade Electrical Apparatus.

THE BEST FAN and THE BEST PLAN



Enabling You To Sell More Fans in 1926

A winning combination for the dealer, a fan with a reputation that is 29 years old, with a demand that is constantly kept alive through advertising in the leading magazines. Add to this a dealer plan that does more than bring the prospect into your store; it sends him out with your receipt in his pocket! Full details of the plan and a copy of our dealers instruction manual sent on request.

The Robbins & Myers Company

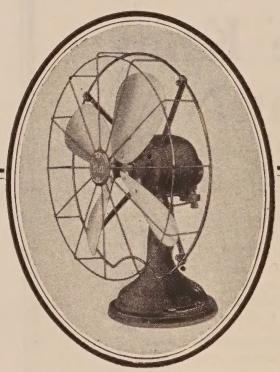
Springfield, Ohio

Chicago,
1825-29 Transportation Bldg.
Cleveland, 1239 W. Third St.
New York, 30 Church St.
St. Louis, 1922-26 Chestnut St.

Brantford, Ontario

Boston, 243 South St.
Cincinnati, 9 E. Third St.
Buffalo, 831 Ellicott Sq. Bldg.
Philadelphia, 1418 Walnut St.
San Francisco, 317 Rialto Bldg.

DIEHL FANS



THE Diehl line of fans is a complete one. Diehl Fans are made for both alternating current and direct current in oscillating and non-oscillating models and in fan sizes of nine, ten, twelve and sixteen inches.

THE new 16 inch Diehl Fan will be the selling sensation of the coming season. A fan that is really noiseless in operation and yet moves an exceptionally large amount of air. You must run one to appreciate this wonderful fan.

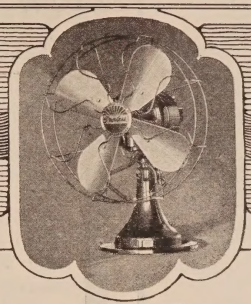
Complete range of styles and sizes
Alternating Current—Direct Current
Oscillating—Non-Oscillating
Nine—Ten—Twelve—Sixteen Inches
Ceiling Fans—Exhaust Fans

DIEHL MANUFACTURING COMPANY
ELIZABETH, N. J.

ATLANTA BOSTON CHICAGO DETROIT NEW YORK PHILADELPHIA

DIEHL

BUILDERS OF MOTORS AND FANS FOR MORE THAN THIRTY-SEVEN YEARS



The MANAGEMENT is the COMPANY

How does the President of a fan Company help his Dealers

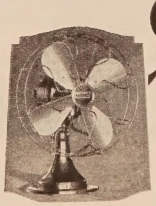
GEORGE H. JONES is president of the Peerless Electric Company, makers of Peerless Silent Air Blast Fans. Having the final word on all matters of policy, it is he who has given Peerless dealers the welcome assurance that the fans they sell will continue to be, as always, the highest quality product that 25 years' experience has taught Peerless how to build.

In the face of a general cheapening of small motor appliances, Mr. Jones has laid down this policy, believing that it is to the best interest of the dealer to sell and the manufacturer to make the best fan possible.

The exclusive Peerless Air Blast Blade that creates a strong, even velocity of air across the entire face of the fan—the gimbal, or oscillating bearing, fitted with ball bearings to insure easy, quiet operation—the simple clutch in the oscillating mechanism which automatically releases if the oscillating movement is obstructed—the three speed switch—the Peerless guarantee all help you sell Peerless fans and keep the good-will of those you have sold to.

Get in touch with Peerless and arrange to be all set for fan season when it comes.

The PEERLESS ELECTRIC CO., *Warren, Ohio*

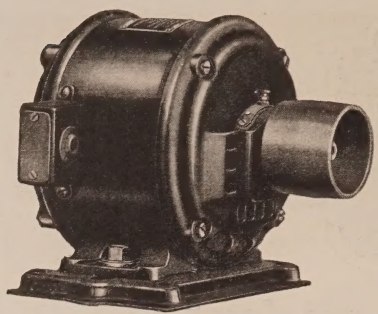


Peerless
The Silent Fan

Do you do business with men or an institution?

REM

"They Keep a-Running"



¼ Horse Power Century Split-phase Motor

Continuous Reliable Service

Century Split-phase Constant-speed Motors enjoy the same "Keep a-Running" reputation that has always identified all Century Electric products. Some of the desirable features found in this type of motor are

1. A terminal box, suited either to conduit or cord connection, with screw connectors inside.
2. End brackets arranged to permit turning the motor (for side wall or ceiling mounting) without disturbing any wiring connections.
3. The Century Wool-yarn System of Lubrication which permits one year's continuous operation without reoiling—and provides a filter system which prevents dust, dirt and abrasives from reaching the bearings.
4. A cut-out and governor mechanism proved thoroughly reliable in thousands of installations.
5. Specially adapted to driving washing and ironing machines, blowers and other apparatus imposing a light load start duty.

Other important points of Century Split-phase Constant-speed motor design are discussed in Form No. 572. Send for your copy today.

Built in ⅛, ⅙ and ¼ horse power sizes. Temperature rise not more than 40 deg. Centigrade.

CENTURY ELECTRIC COMPANY
1806 Pine St. St. Louis, Mo.

For More Than 22 Years at St. Louis

⅛, ⅙ & ¼ H.P. Century MOTORS ⅛, ⅙ & ¼ H.P.

How to rewind small motors

for **portable drills, grinders, starters, sewing machines, fans, cleaners, washing machines, etc.**

Practical details of repair shop practice with step-by-step procedure for rewinding all types and designs of fractional horsepower motors.

Braymer and Roe's

REWINDING SMALL MOTORS

247 pages, 6x9, 210 illustrations, $2.50

This new book tells you in plain language how to wind and rewind D.C. and A.C. motors for portable drills, grinders, automobile starters, sewing machines, desk and ceiling fans, vacuum cleaners, washing machines, etc.

Step-by-step directions are given. The entire job is made clear. You can follow this book on any job of small motor winding from start to finish. The experienced winder will find it a great help on any job. The beginner will learn just how to go about doing a winding job. Both hand wound and machine wound jobs are described fully.

This new book explains

—how to mark slots and bars;
—how to insulate armature core;
—how to start a loop winding;
—how to connect loops to commutator;
—how to wind a chorded split-loop winding;
—how to test armatures;
—how to locate faults;
—and hundreds of other practical, useful points.

For practical use on the job

NEW

See it FREE

Send for a copy of this new book. Examine it for ten days free. No obligation to purchase—no red tape. Keep it or send it back as you please. But see it—be sure to see it. Mail the coupon now!

Mail the coupon

McGRAW-HILL FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc.,
370 Seventh Avenue, N. Y.

Send me for 10 days' free examination Braymer and Roe's REWINDING SMALL MOTORS, $2.50 net, postpaid.

I agree to remit for the book or to return it, postpaid, within ten days of receipt.

Name .....
Address .....
Position .....
Company .....

(Books sent on approval to retail purchasers in U. S. and Canada only.)

E.M. 3-1-26

OHIO MOTORS

easily command a higher price because

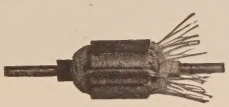
The reliable and continuously satisfactory service they render more than offsets the slight difference in initial cost.

The fact remains that of the thousands of Ohio Motors shipped each year less than 1 per cent have needed expert attention because of motor defects.

Double Wick Sleeve Bearing, or Ball Bearing—1/20 to 1/3 H.P.

THE OHIO ELECTRIC AND CONTROLLER CO.
5901 Maurice Avenue, Cleveland, Ohio

Highest Quality Armature and Stator Winding



¼ H.P. Washing Machine Motors, any make, rewound ..... $6.00 net.
All Types Vacuum Cleaner Armatures, rewound ..... $3.50 net.

H. M. Fredericks Co., Lock Haven, Pa.
Armature Winding Specialists

Campbell Household Electric Polishing Machine

Which can be quickly changed into a sanding machine. Especially designed for those who have a small amount of sanding and polishing to do. Operated by a 40 degrees ¼ H.P. General Electric motor through a Morse silent chain drive and ball bearings. Equipped with a 6-inch sanding drum. Weighs 45 lbs. Small cost.

Write for prices and further information.

CAMPBELL MACHINE CO.
WOLLASTON, MASS.

METROPOLITAN ELECTRIC MFG. CO.

Est. 1892

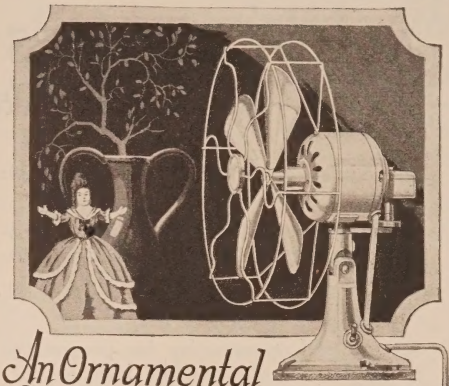
Pioneer Builders of

Switchboards and Panel Boards

Manufacturers also of

N. E. C. Fuses
Plug Fuses
Flush Switches
Flush Receptacles
Attachment Plugs
Heater Plugs and Cord Sets

METROPOLITAN ELECTRIC MFG. CO.
East Avenue at 14th Street, Long Island City
R. B. Corey Co., Inc., *Sales Agents*
100 E. 45th St., New York



An Ornamental Servant to the Home

JACK FROST

A NEW FAN CREATION of Exquisite Color—Distinguished By Its Lines of Grace and Beauty.

9-in. Both Stationary and Oscillating either Induction or Universal Motor.

Women are the style merchandise buyers. They are critical of little details. In designing the Jack Frost, we have been critical ourselves and have watched the details. To date, we have yet to receive our first complaint on this little Wonder. Show it, that's all—just show it. No one can resist its beauty.

Our Complete Line.

9 in. Non Oscillating A.C. or Univ.
9 in. Oscillating A.C. or Univ.
10 in. Non Oscillating A.C.
10 in. Oscillating Univ. or Ind.
14 in. Oscillating A.C.
14 in. Oscillating D.C.

Also manufacturers of the famous Galvin Fractional H.P. Motors. *Write for full particulars and free bulletins.*

Galvin Electric Manufacturing Co.

Export Dept.
149 Broadway, New York, N. Y.
3320 So. Broadway
St. Louis, Mo.

ALLIS-CHALMERS LIGHT and POWER

The Complete Power Station

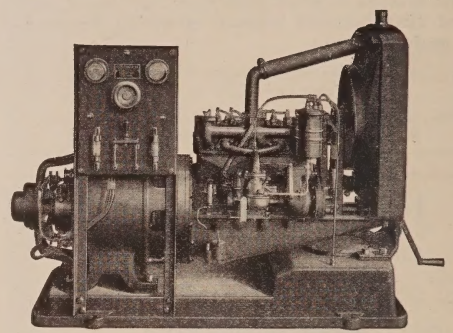
Made in sizes that are profitable and give satisfaction.

A high-grade generator coupled to a high-grade automobile engine, making a sure seller.

All details highly perfected.

An unusual opportunity for progressive dealers to supply reliable, independent, portable units in ample capacities for farms and community power and light.

Made in 5 and 15 K. W. Capacities
Direct Current



ALLIS-CHALMERS MANUFACTURING CO.
MILWAUKEE, WIS. U.S.A.

EMERSON MOTORS

2 H.P. and less

Split phase, repulsion start types, polyphase and direct current motors for all commercial circuits, physically interchangeable, rating for rating, if desired.

WITH thirty years' experience, the Emerson organization offers unusual facilities for the development of special types. Manufacturers seeking a dependable source of supply for motor equipment are assured of the active and intelligent co-operation of a trained sales and engineering staff.

More than one hundred different types are carried regularly in stock. Price book No. 59 gives full information.

The Emerson Electric Mfg. Co.
2018 Washington Ave., St. Louis, Mo.

Branches
50 Church St., New York City
608 S. Dearborn St., Chicago, Ill.

The Emerson Company Sells No Apparatus At Retail

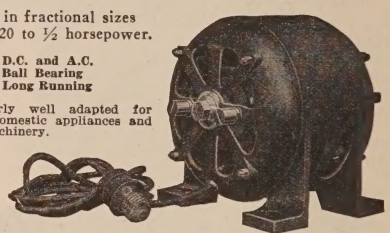
FANS EMERSON MOTORS BUILT TO LAST

Sturtevant Electric Motors

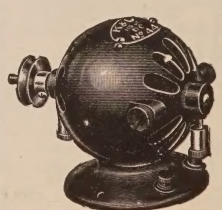
Made in fractional sizes from 1/20 to ½ horsepower.

D.C. and A.C.
Ball Bearing
Long Running

Particularly well adapted for driving domestic appliances and small machinery.



B. F. STURTEVANT COMPANY
Hyde Park, Boston, Mass.



No. 44

Small Universal Motors

1/100 to 1/20 Horse-power

Also battery motors in fractional sizes.

Write and tell us your problem.

Manufacturers of Motors for Over Twenty-six Years

KENDRICK & DAVIS CO.
LEBANON, NEW HAMPSHIRE

To managers and commercial executives of Electric Service Companies, report of the Electric Cooking and Water Heating Committee of the N. E. L. A. will contain some information that will be worth while and of interest to you. Watch for it.

L&H ELECTRICS
TRADE MARK

Sales Makers

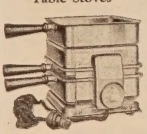
The record of L&H Electrics shows a popularity that is simply phenomenal. Their attractive designs and advanced features make them the fastest and most profitable sellers a dealer can carry.

Note the outstanding features of the L&H Electrics Ranges. ***Full Automatic Time and Temperature Controls***—easy to operate and absolutely dependable. Rust-proof porcelain enamel finish. One-piece ovens with rounded corners. A complete choice of sizes from which selection can be made to suit any requirements.

These ranges also offer another point of advantage. They require very little "servicing." You don't have to put in a lot of time keeping an L&H Electrics in order after it is in service. They are built to operate with satisfaction to the buyer.

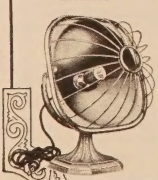
Ask your jobber about the L&H Electrics line or write to us for information.

L&H Electrics Table Stoves

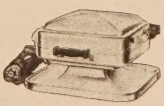


L&H Electrics "Turnsit" Toasters

L&H Electrics Heaters



L&H Electrics Waffle Irons



L&H Electrics Irons

A. J. LINDEMANN & HOVERSON CO.
1245 Cleveland Ave. Milwaukee, Wis.

Branches at
Long Beach Building, New York, N. Y.
1636 14th Street, Denver, Colo.
L&H Building, Chicago, Ill.
215 Bryant Street, San Francisco, Cal.

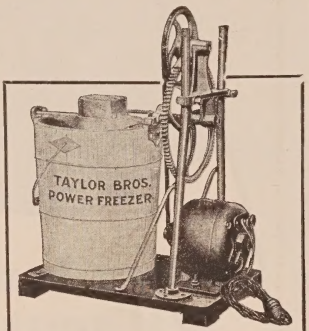
In addition to the articles shown here, our line of Electric Appliances also includes:
Hot Plates — Curling Irons
Heating Pads — Urn Heaters
Testing Ovens, etc.

Get acquainted with this profit producing line

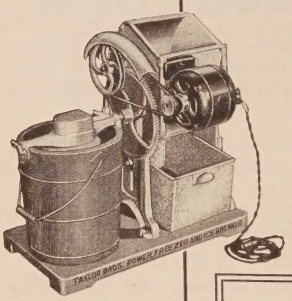
TAYLOR BROS. PRODUCTS

An unusual merchandising opportunity for jobbers and dealers is centered in this line. It opens the way to new, profitable and desirable sales. Each electric butter churn and ice cream freezer is particularly designed to meet the everyday needs of homes, hotels, hospitals, clubs, etc. Satisfaction guaranteed.

Taylor Bros. Products are non-competitive, and require little servicing. Every sale is a satisfactory one. Highly satisfactory results have been the experience of Jobbers and Dealers. Let us tell you about it. Complete details sent upon request.



No. 1 Freezer Machine
Capacity 2 to 6 quarts. Shown here complete.



No. 4 Combination Ice Breaker and Freezer
3 to 6 quarts capacity. Other types up to 20 quarts.

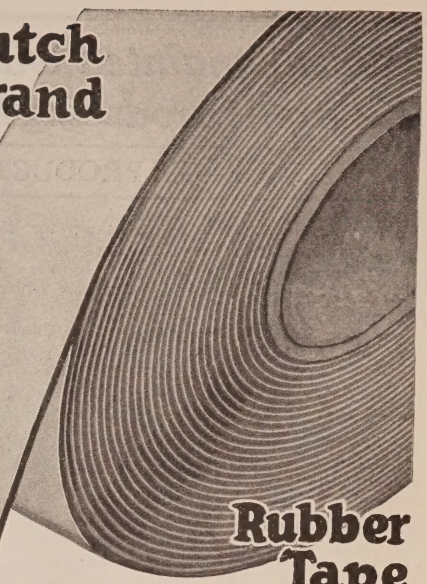
Electric Light and Power Companies will find this line ideal for building up the off-peak load.

No. 8 Dandy Electric Churn
1 gallon capacity—glass container
2 and 3 gallon capacity—metal container. Other types up to 25 gallon.

We Are Manufacturers of America's Most Complete Line of Electrical Churns and Freezers.

Taylor Bros. Churn and Mfg. Co.
4460-62 Finney Ave., St. Louis, Mo.

Dutch Brand Rubber Tape



Fuses Instantly Without Heat

DUTCH BRAND Rubber Tape (Splicing Compound) fuses instantly, layer with layer, upon contact. No extra pressure or heat required, thus saving time and trouble.

Another DUTCH BRAND feature is its ability to resist over 17,000 volts, nearly twice as much as required by the specifications of the American Society for Testing Materials and United States Government standards. In addition it contains no free sulphur and is non-corrosive.

DUTCH BRAND Rubber Tape is sold by electrical jobbers everywhere.

We are also the makers of the famous non-raveling Dutch Brand Friction Tape.

VAN CLEEF BROS.
Manufacturers
Rubber & Chemical Products
Woodlawn Avenue
77th to 78th St., Chicago

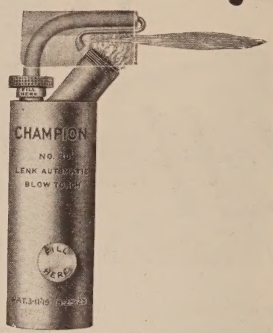
Mail This Coupon
Attach to your letterhead

Please send FREE test sample of Dutch Brand rubber tape and copy of your booklet "Big Industries Use It."

Firm .....
Address .....
City .....

Handy
Foolproof
Simple
Sturdy
and it blows itself !

List
$3.00
Size 7x3¼



The Champion No. 30 Lenk Automatic Blow Torch

The handy "Champion" has a blast of 1700° Fahr. Detachable shield protects blast from drafts on outdoor work.

Operates 3 hours on one filling.

Give your jobber a sample order or send it to us giving his name.

Made and guaranteed by

THE LENK MFG. COMPANY
36 Merrimac St., Boston, Mass.

The Martin Portable Vise Stand

Do the Whole Job Right on the Job—

What's the use of doing a little work on the job—then a little back in the shop—which means running back and forth all day?

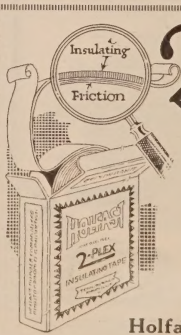
You can eliminate this waste time by bending, cutting, and threading conduit right on the job with a Martin Portable Vise Stand. Although it weighs only 50 lbs. the wide leg spread keeps it very steady.

By doing the whole job right on the job you cut down waste time and unnecessary expense.

Send for a Martin Portable Vise Stand for ten days' free trial.

Over 25,000 in use.

H. P. Martin & Sons
621 E. 2nd St., Owensboro, Ky.



2-PLEX TAPE Cuts TIME in two!

2-Plex is a high-grade friction tape and a heat-tested insulating rubber tape combined into ONE tape. This enables you to wrap a joint in one operation, NOT two, and have a safe, satisfactory, easily done job.

2-Plex tape can cut your labor costs and increase your profits. It has for other electrical contractors.

Order from your jobber or send for generous size free sample.

Holfast Rubber Co., Atlanta, Ga.

Southern Electric Co.
BALTIMORE
Richmond Norfolk

Electrical Merchandise
Commercial and
Residential Fixtures

RADIO

"Southern Service Satisfies"

Transformers

FOR LIGHT AND POWER SERVICE
Stock sizes up to 15KW, both warehouses.
Ask for Bulletin No. 118.

Piedmont ELECTRIC CO.
Asheville, N.C. Greensboro, N.C.

55th Year
National Electrical Supply Co.
WASHINGTON D. C. GREENSBORO N. C.

Jobbers
Since 1870

Radio Equipment
Electrical Supplies and Appliances
Machinery and Mill Supplies
Automobile Accessories
Authorized Distributors for Radio Corporation of America and Burgess Batteries

WHAT AND WHERE TO BUY

Electrical Appliances and Supplies Manufactured by Advertisers in this Issue

Readers interested in any articles not listed in these pages are cordially invited to inform us of their wants and every effort will be made to put them in touch with the proper manufacturers.

Readers' Service Department,
ELECTRICAL MERCHANDISING, Tenth Ave., and 36th St., New York

Accessories, Cable & Wire
A-A Wire Co., Inc.
Indiana Rubber & Insulated Wire Co.
Sherman Mfg. Co., H. B.
Simplex Wire & Cable Co.

Adapters
Curtis Lighting, Inc.
Graybar Electric Co.

Adapters, Vase Lamp
Bryant Elec. Co.
Eagle Elec. Mfg. Co.
Faries Mfg. Co.
Rodale Mfg. Co.

Advertising, Magazines and Newspapers
Good Housekeeping

Agents, Mfrs. (See Jobbers)

Air Compressors, Electric
General Electric Co.

Alarms, Burglar, Fire, Tank
Graybar Electric Co.
Westinghouse E. & M. Co.

Amplifier & Control Panel Units
Atwater Kent Mfg. Co.

Armature, Commutators, Coils
H. M. Fredericks Co.
Westinghouse Elec. & Mfg. Co.

Arresters, Lightning
General Electric Co.
Westinghouse E. & M. Co.

Autographic Registers
American Sales Book Co.

Automobile Accessories, Electric
Graybar Electric Co.
Ivanhoe Div. of Miller Co.
Sherman Mfg. Co., H. B.
Van Cleef Bros.
Wakefield Brass Co., F. W.

Batteries, Dry, Radio "A," "B" & "C"
National Carbon Co.

Batteries, Dry
Graybar Electric Co.
National Carbon Co.
Peerless Light Co.

Batteries, Storage
Graybar Electric Co.
National Carbon Co.

Battery-Charging Equipment
General Electric Co.
Graybar Electric Co.
Wagner Electric Corp.
Westinghouse E. & M. Co.

Bearings, Ball
Norma-Hoffman Bearings Corp.
Timken Roller Bearing Co.

Bearings, Roller
Timken Roller Bearing Co.

Bearings, Motor and Generator
Norma-Hoffman Bearings Corp.
Timken Roller Bearing Co.
Westinghouse E. & M. Co.

Belting, Rubber for Vacuum Cleaners
Fay Rubber Co.

Benches, Vise
Martin & Sons, H. P.

Benches, Conduit and Pipe
American Wiremold Co.
Graybar Electric Co.
Martin & Sons, H. P.

Blowers, Organ & Forge
Buffalo Forge Co.

Books, Electrical & Technical
McGraw-Hill Book Co.

Bowls, China, Porcelain Alabester Glass
Macbeth Evans Glass Co.

Boxes, Junction and Outlet
American Wiremold Co.
General Elec. Co.
Graybar Electric Co.
Westinghouse E. & M. Co.

Boxes, Meter and Service
General Electric Co.
Graybar Electric Co.

Boxes, Switch
Graybar Electric Co.
Hart & Hegeman Mfg. Co.

Brass Fixture Parts (See Fixture Parts & Accessories)

Bronzing Lacquers (See Lacquers)

Brushes, Carbon
General Electric Co.
National Carbon Co.
Ohio Carbon Co.
Westinghouse E. & M. Co.

Bushings
Graybar Electric Co.
Koch & Co., Paul W.
Rockford Metal Specialty Co.

Buttons and Indicators, Radiant (See Locators)

Buzzers (See Bells & Buzzers)

Cable, Armored
General Electric Co.
Graybar Electric Co.
Simplex Wire & Cable Co.
Tubular Woven Fabric Co.

Cable Accessories (See Accessories, Wire & Cable)

Candles, Candelabras
Elastoid Fibre Co.
Fibro Products Co.
Guth Co., Edwin F.

For the addresses of the manufacturers listed here, please refer to their advertisements in this issue.

For index to advertisers see page 181.

Caps (See Plugs, Attachment & Caps

Caps, Color, Diffusers & Hoods
Curtis Lighting, Inc.
Graybar Electric Co.

Carbons
National Carbon Co.
Ohio Carbon Co.

Castings, Iron, Brass
Faries Mfg. Co.

Chain, Fixture
Faries Mfg. Co.
Graybar Electric Co.
Wakefield Brass Co., F. W.

Chain, Pull Socket
Bryant Elec. Co.
Graybar Electric Co.

Chandeliers, (See Fixtures, Lighting, Ridig)

Choke Coils (See Coils, Choke)

Christmas Tree Lighting Outfits
General Electric Co.

Churns, Motor Driven
Taylor Bros. Churn & Mfg. Co.

Cigar Lighters, Electric
Electrahot Mfg. Co.

Circuit Breakers
General Electric Co.
Graybar Electric Co.
Westinghouse E. & M. Co.

Clamps, Insulator
General Electric Co.
Graybar Electric Co.
Westinghouse E. & M. Co.

Cleats
General Electric Co.
Graybar Electric Co.

Coils, Armature and Field
Westinghouse E. & M. Co.

Coils, Choke
General Electric Co.
Graybar Electric Co.
Westinghouse E. & M. Co.

Colorings, Lamp (See Lamp Dips & Frostings)

Commutator Stones
Ideal Commutator Dresser Co.

Compounds, Soldering
General Electric Co.

Condensers, Radio
Atwater Kent Mfg. Co.
Hart & Hegeman Mfg. Co.

Conduit Benders
Graybar Electric Co.

Conduit Fittings (See Fittings, Conduit)

Conduit, Flexible
General Electric Co.
Graybar Electric Co.
Tubular Woven Fabric Co.

Conduit, Rigid
General Electric Co.
Graybar Electric Co.

Conduit, Underground (Fibre)
Graybar Electric Co.

Connectors, Cord and Lamp
Arrow Elec. Co.
Bryant Elec. Co.
General Electric Co.
Graybar Electric Co.
Hubbell, Harvey
Ideal Commutator Dresser Co.
Sherman Mfg. Co., H. B.
Westinghouse E. & M. Co.

Connectors, Set Screw
Graybar Electric Co.

Connectors, Wire
Bryant Elec. Co.
Graybar Electric Co.
Ideal Commutator Dresser Co.

Controllers, Motor
Cutler-Hammer Mfg. Co.
General Electric Co.
Graybar Electric Co.
Weiss & Beheller, Inc.
Westinghouse E. & M. Co.

Cook Stoves (See Stoves, Cook)

WHAT AND WHERE TO BUY—Continued from page 175

Cookers, Fireless Type
Excel Electric Co.

Cooking Appliances, Electric
Edison Electric Appl. Co., Inc.
Excel Electric Co.
Graybar Electric Co.
A. J. Lindermann & Hoverson Co.
Westinghouse E. & M. Co.

Cord Connectors (See Connectors)

Cord, Heater
Berry, A. Hall
General Electric Co.
Hubbell, Harvey
Rockbestos Corp.
Rome Wire Co.
Simplex Wire & Cable Co.

Cord, Lamp
Atlantic Ins. & Wire & Cable Co.
General Electric Co.
Rome Wire Co.
Simplex Wire & Cable Co.
Tubular Woven Fabric Co.

Current Taps
Anylite Electric Co.
Arrow Elec. Co.
Hart & Hegeman Mfg. Co.
Hubbell, Harvey

Cut-Outs
Bryant Elec. Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Johns-Pratt Co.
Paulding, John I., Inc.
Sears, Henry D.
Wagner Elec. Corp.

Decorative Lighting (See Lighting Decorative)

Detectors
Atwater Kent Mfg. Co.

Dials, Knobs and Panels
Atwater Kent Mfg. Co.
Hart & Hegeman Mfg. Co.

Diffusers (See Caps, Diffusers & Hoods)

Dimmers, Lamp
Anylite Electric Co.
Berry, A. Hall

Dishwashers, Electric
G. R. S. Products, Inc.
Graybar Electric Co.

Distributors (See Jobbers)

Driers, Clothes, Electric
Savage Arms Corp.

Driers, Hair & Hand, Electric
Arnold Electric Co.
Eastern Laboratories
Geier Co., P. A.
General Electric Co.
Hamilton Beach Mfg. Co.
Shelton Elec. Co.

Dry Batteries (See Batteries, Dry)

Electric Ranges (See Ranges, Electric)

Electric Signs
Flexiume Sign Co.

Electro-thrapeutic Appl.
Shelton Elec. Co.

Elements, Heating, for Irons, Etc.
Eagle Electric Mfg. Co.
Rockbestos Corp.

Enamel
Zeller Lacquer Mfg. Co.

Fans, Ceiling, Adjustable & None-Adjustable Blades
Century Electric Co.
Dayton Fan & Motor Co.
Emerson Electric Mfg. Co.
General Electric Co.
Westinghouse Elec. & Mfg. Co.

Fans, Desk and Bracket, Oscillating and Non-oscillating
Century Electric Co.
Dayton Fan & Motor Co.
Emerson Electric Mfg. Co.
Galvin Elec. Mfg. Co.
General Electric Co.
Gilbert Co., A. C.
Graybar Electric Co.
Kendrick & Davis Co.
Sturtevant Co., B. F.
Westinghouse Elec. & Mfg. Co.

Fans, Exhaust and Ventilating
American Blower Co.
Buffalo Forge Co.
Century Electric Co.
Dayton Fan & Motor Co.
Diehl Mfg. Co.
Emerson Elec. Mfg. Co.
Galvin Elec. Mfg. Co.
General Electric Co.
Gilbert Co., A. C.
Peerless Electric Co.
Robbins & Myers Co.
Sturtevant Co., B. F.
Westinghouse Elec. & Mfg. Co.

Fan Motors (See Motors, Fan)

Farm Lighting Plants (See Plants, Light, Power)

Fittings, Conduit
American Wiremold Co.
Faries Mfg. Co.
General Electric Co.
Guth Co., Edwin F.
Hart & Hegeman Mfg. Co.
Koch & Co., Paul W.
McLean Mfg. Co.
Moe-Bridges Co.
Wakefield Brass Co., F. W.
Westinghouse E. & M. Co.

Fixture Parts and Accessories
Acme Mfg. Co.
Alter & Co., Harry
Co-operative Elec. Supply Co.
Elastoid Fibre Co.
Faries Mfg. Co.
Fibro Products Co.
Peerless Light Co.
Sears, Henry D.
Wakefield Brass Co.

Fixture Lighting, Adjustable
Acme Mfg. Co.
Faries Mfg. Co.
Guth & Co., Edwin F.
Moe Bridges Co.
Paramount Elec. Mfg. Co.
Peerless Light Co.
Silvray Co., Inc.

Fixtures, Lighting, Rigid
Acme Mfg. Co.
American Lighting Products Co.
Curtis Lighting, Inc.
Day-Brite Reflector Co.
Faries Mfg. Co.
Fullerton Elec. Co.
Graybar Electric Co.
Guth, Edwin F.
Moe-Bridges Co.
Peerless Light Co.
Quadrangle Mfg. Co.
Silvray Co., Inc.
Wakefield Brass Co.
Westinghouse E. & M. Co.

Fixtures, Lighting, Show Cases and Windows
Acme Mfg. Co.
Curtis Lighting, Inc.
Day-Brite Reflector Co.
Faries Mfg. Co.
Frink, I. P., Inc.
Fullerton Elec. Co.
Guth, Edwin F.
Moe-Bridges Co.
Simplex Wire & Cable Co.
Westinghouse Elec. & Mfg. Co.

Flashers
Betts, James H.

Flashlights, Electric
National Carbon Co.

Flood Lighting (See Projectors)

Floor Polishing Machine
Campbell Machine Co.

Fountains, Electric
Arnold Electric Co.

Freezers, Ice Cream
Taylor Bros. Churn & Mfg. Co.

Friction Tape
Appleton Rubber Co.
Firestone Tire & Rubber Co.
Graybar Electric Co.
Westinghouse Elec. & Mfg. Co.

Fuse Plugs
General Electric Co.
Hart & Hegeman Mfg. Co.
Metropolitan Elec. Co.
Sears, Henry D.
Westinghouse Elec. & Mfg. Co.

Fuses, Cartridge, Non-Renewable
General Electric Co.
Metropolitan Elec. Mfg. Co.
Westinghouse E. & M. Co.

Fuses, Cartridge, Renewable
Berry, A. Hall
General Electric Co.
Westinghouse E. & M. Co.

Fuses, High Voltage
Johns-Pratt Co.

Fuses, Plug, Non-Renewable
Bryant Elec. Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Westinghouse E. & M. Co.

Fuses, Plug, Renewable
Bryant Elec. Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Westinghouse E. & M. Co.

For the addresses of the manufacturers listed here, please refer to their advertisements in this issue.

For index to advertisers see page 181.

Fifts & Novelties
Gruber Bros.
Taiyo Trading Co.

Glassware, Lighting
Consolidated Lamp & Glass Co.
Crystal Switch Plate Corp.
Curtis Lighting, Inc.
Gillinder Bros., Inc.
Guth Co., Edwin F.
Macbeth Evans Glass Co.
Moe-Bridges Co.
Westinghouse Elect. & Mfg. Co.

Globes Glass (See Glassware Lighting)

Grills and Table Stoves Electric
Edison Electric Appl. Co., Inc.
Excel. Elec. Co.
Gold Seal Electric Co.
Rutenber Electric Co.
Simplex Elec. Heating Co.
Superior Elec. Products
Westinghouse E. & M. Co.

Grinders, Electric
Hamilton Beach Mfg. Co.
Wisconsin Elec. Co.

Hair Cutters, Electric
Geier Co., P. A.

Hand Driers (See Driers, Hand)

Hair Waving Specialties
Gold Seal Electric Co.
Superior Elec. Products
Wolcott Mfg. Co., Frank E.

Hangers, Switchbox
Wakefield Brass Co., F. W.

Headsets, Radio
Hart & Hegeman Mfg. Co.

Heater (See Cord, Heater)

Heaters, Immersion
Varick Elec. Mfg. Co.

Heaters, Radiant, Bowl Type
Edison Electric Appl. Co., Inc.
Fitzgerald Mfg. Co.
Majestic Electrical Dev. Co.
Rutenber Electric Co.
Simplex Elec. Heating Co.
Westinghouse Elec. & Mfg. Co.

Heaters, Space
Buffalo Forge Co.
Majestic Electrical Dev. Co.
B. F. Sturtevant Co.
Utica Products, Inc.
Westinghouse Elec. & Mfg. Co.

Heating Appliances (See Table Appliances)

Heating Appliance Replacement Units
Eagle Electric Mfg. Co.

Heating Devices, Electric
Eastern Laboratories, Inc.
Edison Electric Appl. Co., Inc.
Electrahot Mfg. Co.
Excel. Elec. Co.
General Electric Co.
Gold Seal Elec. Co.
Graybar Electric Co.
Majestic Electrical Dev. Co.
Simplex Elec. Heating Co.
Utica Products, Inc.
Westinghouse E. & M. Co.

Heating Pads and Blankets
Edison Electric Appl. Co., Inc.
Simplex Elec. Heating Co.
Varick Elec. Mfg. Co.
Westinghouse Elec. & Mfg. Co.

Holders, Shade
Curtis Lighting, Inc.
Faries Mfg. Co.
Hubbell, Harvey

Hoods Color (See Caps, Diffusers)

Hospital Systems
Kelvinator Sales Corp.

Ice Cream Freezers (See Freezer, Ice Cream)

Ice Making Machines
Booth Sales Co., R. H.
Champion Electric Co.
Frigidaire, Delco Light Co.
Kelvinator Sales Corp.
Savage Arms Co.
Servel Corp.
Superior Refrigeration

Incubators, Electric
Oakes Mfg. Co.

Indicators, Radiant (See Locators)

Instruments, Indicating, Testing
General Electric Co.
Westinghouse E. & M. Co.

Insulating Materials
Elastoid Fibre Co.
Firestone Tire & Rubber Co.
Garfield Mfg. Co.
General Electric Co.
Holfast Rubber Co.
Johns-Pratt Co.
Van Cleef Bros.
Westinghouse E. & M. Co.

Insulators
American Insulator Corp.
Garfield Mfg. Co.
General Electric Co.

Insulators, Porcelain
Westinghouse E. & M. Co.

Ironing Machines, Electric
Conlon Corp.
Electric Household Utilities Co.
Gainaday Electric Co.
Graybar Electric Co.
Hurley Machine Co.
Perfection Appliance Co.

Ironing Machines, Gas Heated, Motor Driven
Conlon Corp.
Electric Household Utilities Co.
Gainaday Electric Co.
Hurley Machine Co.
Perfection Appliance Co.
Pracher Mfg. Co.

Irons, Curling, Electric
Electrahot Mfg. Co.
Gold Seal Elec. Co.
Graybar Electric Co.
Rainbow Appl. Corp.
Westinghouse E. & M. Co.

WHAT AND WHERE TO BUY—Continued from page 176

Irons, Electric
Eagle Electric Co.
Gold Seal Elec. Co.
A. J. Lindermann & Hoverson Co.
Rutenber Electric Co.
Simplex Elec. Heating Co.
Westinghouse E. & M. Co.

Irons, Soldering
Electrahot Appliance Co.
General Electric Co.
Simplex Elec. Heating Co.
Superior Elec. Products Co.
Van Cleef Bros.
Varick Elec. Mfg. Co.
Westinghouse E. & M. Co.

Jobbers
Alter, Harry
Co-operative Elec. Supply Co.
National Elec. Supply Co.
Piedmont Electric Co.
Southern Elec. Co.
Westinghouse Elec. & Mfg. Co.

Laboratories, Testing
Electrical Testing Laboratories

Lacquers
Zeller Lacquer Mfg. Co.

Lamp Guards & Locks
Arrow Electric Co.
Hubbell, Harvey, Inc.

Lamp Shade Frames, Wire
Curtis Lighting, Inc.

Lamps, Automobile
General Electric Co. (Mazda Service)
National Carbon Co.
Wakefield Brass Co.
Westinghouse Elec. & Mfg. Co.

Lamps, Boudoir
Faries Mfg. Co.
Fourman Bros. & Co.
Gruber Bros.
Hi-Art Lamp & Shade Co.
Ideal Commutator Dresser Co.
Miller Co.
Lazarus & Rosenfeld Co.
Lee-Marion Co.
Moe-Bridges Co.
Mutual Sunset Lamp Co.
Noe & Son, Wm. R.
Peerless Light Co.
Rindsberger Mfg. Corp.
Roman Art Iron Wks.
Sun Glow Studios
Warner Shade & Novelty Co.

Lamps, Bridge
Artistic Brass & Bronze Works
Faries Mfg. Co.
Hi-Art Lamp & Shade Co.
Lee-Marion Co.
Noe & Son, Wm. R.
Peerless Light Co.
Rindsberger Mfg. Co.
Roman Art Iron Wks.
Sun Glow Studios
Vaslamp Mfg. Co.
Warner Shade & Novelty Co.

Lamps, Clamp Attaching and Extension
Aladdin Mfg. Co.
Berry, A. Hall
Faries Mfg. Co.
Peerless Light Co.
Wakefield Brass Co., F. W.

Lamps, Desk
Aladdin Mfg. Co.
Curtis Lighting, Inc.
Faries Mfg. Co.
Guth Co., Edwin F.
Moe-Bridges Co.
Peerless Light Co.

Lamps, Incandescent
General Electric Co.
Nat'l Lamps Wks. of G. E.
Research Laboratories of G. E.
Westinghouse E. & M. Co.

Lamps, Miniature, Incandescent
General Electric Co.
Graybar Electric Co.
National Carbon Co.
Nat'l Lamps Wks. of G. E.

Lamps, Portable
Aladdin Mfg. Co.
Arglomaco, Inc.
Art Craft Iron Wks.
Artistic Brass & Bronze Wks., Inc.
Consolidated Lamp & Glass Co.
Curtis Lighting, Inc.
Faries Mfg. Co.
Fourman Bros. & Co.
Gruber Bros.
Hi-Art Lamp & Shade Co.
Lazarus & Rosenfeld Co.
Lee-Marion Co.
Moe-Bridges Co.
Mutual Sunset Lamp Co.
Noe & Son, Wm. R.
Peerless Light Co.
Rindsberger Mfg. Co.
Rockford Metal Specialty Co.
Roman Art Iron Wks.
Sun Glow Studios
Warner Shade & Novelty Co.

Lamps, Portable, with Hand Painted Glass Shades
Aladdin Mfg. Co.
Art Craft Iron Wks.
Consolidated Lamp & Glass Co.
Gruber Bros.
Hi-Art Lamp & Shade Co.
Lazarus & Rosenfeld Co.
Lee-Marion Co.
Noe & Son, Wm. R.
Rindsberger Mfg. Co.
Rockford Metal Specialty Co.

Lamps, Therapeutic
Eastern Laboratories, Inc.
Faries Mfg. Co.

Lanterns, Hand Wrought Iron
Art Lantern Importing Co.

Lighting, Decorative
Acme Mfg. Co.
Consolidated Lamp & Glass Co.
Curtis Lighting, Inc.
Eagle Ltg. Fixture Co.
Faries Mfg. Co.
Frink, I. P., Inc.
General Electric Co.
Guth, Edwin F.
Macbeth Evans Glass Co.
Moe-Bridges Co.

Lighting Fixtures (See Fixtures)

Lighting, Industrial
Acme Mfg. Co.
Curtis Lighting, Inc.
Faries Mfg. Co.
Frink, I. P., Inc.
General Electric Co.
Graybar Elec. Co.
Guth Co., Edwin F.
Macbeth Evans Glass Co.
Moe-Bridges Co.
Quadrangle Mfg. Co.
Westinghouse E. & M. Co.

Lighting Units
Acme Mfg. Co.
Consolidated Lamp & Glass Co.
Curtis Lighting, Inc.
Faries Mfg. Co.
Frink, I. P., Inc.
Guth Co., Edwin F.
Macbeth Evans Glass Co.
Moe-Bridges Co.
Quadrangle Mfg. Co.
Wakefield Brass Co.
Westinghouse E. & M. Co.

Locators, Radiant
Eagle Elec. Mfg. Co.

Loud Speakers, Radio
Atwater Kent Mfg. Co.
Graybar Elec. Co.
Peerless Light Co.
Stromberg-Carlson Tel. Mfg. Co.

Lugs and Terminals
Patton-MacGuyer Co.
Sherman Mfg. Co., H. B.

Mailing Lists Electrical Dealers and Radio Lists
Trade Circular Addressing Co.

Marine Wiring, Fittings & Fixtures
Graybar Elec. Co.
Rome Wire Co.

Mixers, Drink
Arnold Electric Co.
Hamilton Beach Mfg. Co.
Wisconsin Elec. Co.

Molded Insulation
American Insulator Corp.
Garfield Mfg. Co.
General Electric Mfg. Co.
Johns-Pratt Co.

Moldings
Emerson Electric Mfg. Co.

Motor Flashers
Betts, James H.

Motors, A. C.
Allis Chalmers Mfg. Co.
Century Electric Co.
Diehl Mfg. Co.
Domestic Electric Co.
Emerson Elec. Mfg. Co.
Galvin Elec. Mfg. Co.
General Electric Co.
Graybar Elec. Co.
Hamilton Beach Mfg. Co.
Peerless Electric Co.
Robbins & Myers Co.
Sturtevant Co., B. F.
Westinghouse E. & M. Co.

Motors, D. C.
Allis Chalmers Mfg. Co.
Diehl Mfg. Co.
Century Electric Co.
Domestic Elec. Co., The
Emerson Electric Mfg. Co.
Galvin Elec. Mfg. Co.
General Electric Co.
Graybar Elec. Co.
Hamilton Beach Mfg. Co.
Peerless Electric Co.
Robbins & Myers Co.
Sturtevant Co., B. F.
Westinghouse E. & M. Co.

Motors, Fans
Century Elec. Co.
Diehl Mfg. Co.
Fitzgerald Mfg. Co.
Westinghouse Elec. & Mfg. Co.

For the addresses of the manufacturers listed here, please refer to their advertisements in this issue.

For index to advertisers see page 181.

Motors, Fractional H. P.
Apex Products Co.
Arnold Electric Co.
Century Elec. Co.
Dayton Fan & Motor Co.
Domestic Electric Co.
Galvin Elec. Mfg. Co.
General Electric Co.
Gilbert Co., A. C.
Hamilton Beach Mfg. Co.
Kendrick & Davis
Ohio Electric & Controller Co.
Sherman Mfg. Co., H. B.
Sturtevant Co., B. F.
Westinghouse Elec. & Mfg. Co.
Wisconsin Elec. Co.

Motors, Phonograph
Arnold Electric Co.
General Electric Co.
Hamilton Beach Mfg. Co.
Kendrick & Davis Co.
Shelton Elec. Co.
Westinghouse E. & M. Co.

Motors, Sewing Machine
Arnold Electric Co.
Domestic Elec. Co., The
Galvin Elec. Mfg. Co.
General Electric Co.
Gilbert Co., A. C.
Graybar Elec. Co.
Hamilton Beach Mfg. Co.
Kendrick & Davis Co.
Westinghouse E. & M. Co.

Motors, Toys
Kendrick & Davis Co.
Lionel Corp.

Mowers, Lawn
Caldwell Lawn Mower Co.

Novelties (See Toys and Novelties)
Office Equipment American Sales Book Co.

Outlets
American Wiremold Co.

Packing Boxes and Material (See Boxes, Shipping)

Panel-Boards (See Switchboards)

Percolators, Electric
Electrahot Mfg. Co.
Gold Seal Electric Co.
Westinghouse E. & M. Co.

Plant, Light and Power
Allis Chalmers Mfg. Co.
Graybar Elec. Co.
B. F. Sturtevant Co.
Western Electric Co.
Westinghouse E. & M. Co.

Plates, Flush, Switch
Arrow Elec. Co.
Crystal Switch Plate Corp.
General Electric Co.
Paulding, Inc., John I.

Plugs, Attachment, and Caps
Arrow Elec. Co.
Cutler Hammer Mfg. Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Hubbell, Harvey, Inc.
Metropolitan Elec. & Mfg. Co.
Sears, Henry D.

Plugs, Heater
Electrahot Appliances Co.
Metropolitan Elec. & Mfg. Co.

Plugs, Plural
Richards & Co., Geo.

Polishers and Buffers
General Electric Co.
Westinghouse E. & M. Co.

Portable (See Lamps, Portable)

Projectors, Electric
Curtis Lighting, Inc.
General Electric Co.
Graybar Elec. Co.
Universal Electric Stage Lighting Co.
Westinghouse E. & M. Co.

Pull Sockets
Arrow Elec. Co.
Benjamin Elec. Mfg. Co.
Hart & Hegeman Mfg. Co.
Hubbell, Harvey, Inc.
Sears, Henry D.

Pumps, Motor Driven
Buffalo Forge Co.
Fort Wayne Eng. & Mfg. Co.
General Electric Co.
Westinghouse E. & M. Co.

Push Buttons
General Electric Co.
Westinghouse E. & M. Co.

Radiant Heaters, Electric
Westinghouse E. & M. Co.

Radiant Heater Replacement Units
Eagle Elec. Mfg. Co.
Simplex Elec. Heating Co.

Radio Books and Instruction
McGraw-Hill Book Co.

Radium Compound Specialties (Also see Locators)

Radio Parts and Accessories
Alter, Harry
Atwater Kent Mfg. Co.
Dayton Fan & Motor Co.
Elastoid Fibre Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Johns-Pratt Co.
Paramount Elec. Mfg. Co.
Patton-MacGuyer Co.
Peerless Light Co.
Rome Wire Co.
Stromberg-Carlson Tel. Mfg. Co.
Van Cleef Bros.
Westinghouse E. & M. Co.

Radio Receiving Sets, Complete
Atwater Kent Mfg. Co.
Dayton Fan & Motor Co.
General Electric Co.
Westinghouse E. & M. Co.

Ranges, Combination
Westinghouse E. & M. Co.

Ranges, Electric
Armstrong Mfg. Co.
A. J. Lindermann & Hoverson Co.
Electrahot Mfg. Co.
Graybar Elec. Co.
Rutenber Elec. Co.
Simplex Elec. Heating Co.
Westinghouse E. & M. Co.

Receptacles, Base Board and Wall
Arrow Elec. Co.
General Electric Co.
Graybar Elec. Co.
Hart & Hegeman Mfg. Co.
Hubbell, Harvey, Inc.
Metropolitan Elec. & Mfg. Co.
Paulding, Inc., John I.
Quadrangle Mfg. Co.
Reynolds Spring Co.
Sears, Henry D.

Rectifiers
General Electric Co.
Westinghouse E. & M. Co.

Employment Opportunities

For Sales Managers—Sales Engineers—Salesmen

POSITIONS VACANT

APPLIANCE managers wanted by public utility company operating fourteen stores. Salary and commission basis. Tell all in first. Address New Business Manager, Potomac Edison Co., Hagerstown, Md.

Managers

Exceptional specialty men wanted to train for branch office managerships, well established firm, marketing nationally and entirely new electric household and commercial device having a sales field fully as large as the washing machine, and no competition, wishes to secure the services of ten or twelve men to act as managers of branch offices in large business centers; to qualify for this position requires a training period of approximately two months in New York City. (On account of training period we desire only applicants residing in New York City and adjacent localities.) Salary paid during training period; drawing account and commission thereafter; branch offices already opened are paying their managers large commissions annually; we desire only men between 28 and 35 years, thoroughly experienced in selling mechanical specialties requiring a demonstration, and of highest type in person, character and ability; write stating age and all employment during past 5 years; all communications will be held strictly confidential. SW-921, Electrical Merchandising, Tenth Ave. at 36th St., New York.

Sales Manager Wanted

Old-established Middle Western firm manufacturing complete line electric lighting fixtures and lamps, desires sales manager. Must be qualified in handling salesmen and promoting business in general. Must be highly recommended. Can be financially interested if desired. SW-934, Electrical Merchandising, 7 So. Dearborn St., Chicago, Ill.

A-1 Salesman Wanted

One of the large manufacturers selling a complete unit, direct to the washing machine manufacturers is interested in a salesman whose past record proves that he has the proper acquaintances and ability in this trade to see volume. Experience in the sales of electric motors, wringers, and washing machine component parts is desirable. All correspondence strictly confidential. SW-929, Electrical Merchandising, 7 So. Dearborn St., Chicago, Ill.

Experienced Retail Fixture Salesman

Wanted to call on builders, architects and owners. $5,000 investment required. SW-931, Electrical Merchandising, Guardian Bldg., Cleveland, Ohio.

Salesman Wanted

We can use a few good side line men. Desirable territory and liberal commission. We manufacture a beautiful line of junior floor and bridge lamps and portables. State territory covered, experience and references in first letter. All applications held strictly confidential. Making and selling lamps for 16 years our record. Address Dept. C, Lamb Brothers & Greene, Nappanee, Indiana.

Sales Engineer Wanted

for sale of industrial power in a central station industrial territory in the East. Applicant must have engineering training, good personality and preferably some experience in power sales. SW-937, Electrical Merchandising, Tenth Ave. at 36th St., New York.

Sales Manager Wanted

Experienced washing machine salesman to take position as branch store manager of growing California concern. Must be able to make small investment, secured and returnable. SW-923, Electrical Merchandising, 883 Mission St., San Francisco, Calif.

POSITIONS WANTED

ACTIVE new business and appliance salesmanager now in charge of sales, purchasing and advertising of large public utility company doing over one-half million dollar appliance business annually, desires change about April 15th. Middle West location with electric or combination company preferred, but not absolutely necessary. With present company twelve years and have good clean record. Thoroughly trained and experienced in every branch of gas and electric appliance business and can produce results on sale of appliances that will net a merchandising profit as well as to increase revenue on customers' consumption. Salary expected $6,000 per year. PW-932, Electrical Merchandising, Tenth Ave. at 36th St., New York.

A SALES engineer with 15 years of engineering, manufacturing and merchandising experience, has sold electrical appliances throughout eastern Pennsylvania, New Jersey and Delaware. At the present time he is merchandising through one of the largest dealers in electrical appliances and has charge of a resale organization. He can be of service to you. Technical education, age 37. PW-928, Electrical Merchandising, Tenth Ave. at 36th St., New York.

A YOUNG woman with several years' experience in engineering research and sales promotion work with electrical appliances desires a position in the merchandising or promotion department of a manufacturing concern or a central station in charge of home economics promotion work and direct mail advertising. PW-916, Electrical Merchandising, Guardian Building, Cleveland, Ohio.

ELECTRICAL appliance sales manager is open for connection. Now have charge of sales in Indiana for nationally known manufacturer. My experience covers every angle of the appliance business. Age 30, married, neat appearance. Will furnish other particulars to interested parties. Location optional. PW-936, Electrical Merchandising, 7 So. Dearborn St., Chicago, Ill.

ENGINEER with considerable experience in general business and the export and import trade; speaking and corresponding fluently in English, French, German and well traveled, seeks connection with well rated firm or manufacturing company desirous of expanding its trade overseas. Best references. PW-935, Electrical Merchandising, Tenth Ave. at 36th St., New York.

SALES executive who is qualified to assume complete charge of the designing, production and marketing of lamp socket and major heating devices, desires responsible position along one or preferably all of the foregoing lines. Now employed, can be available in thirty to sixty days. PW-926, Electrical Merchandising, 883 Mission St., San Francisco, Cal.

SALES manager or sales engineer, electrical and mechanical engineer; 20 years' experience in engineering and merchandising in all its branches of mechanical and electrical products, including radio, is open to build up intensive merchandising of utility company or manufacturer. Successful record. PW-927, Electrical Merchandising, Tenth Ave. at 36th St., New York.

Electrical
Manufacturers
Jobbers
Dealers
Contractors
Merchants
Commercial Depts.
(of Central Stations)
—their
Sales Managers and Salesmen
—and
all others associated with the merchandising of electrical appliances or service
—Employers and Employees
—Buyers and Sellers

You can reach them all through the SEARCHLIGHT SECTION

Searchlight Advertisements are quick acting. They usually bring prompt returns. There is no better way to reach the men of the Electrical Merchandising Field at small cost.

For Every Business Want

"Think SEARCHLIGHT *First"*

Sales Opportunities
Available and Wanted

BUSINESS OPPORTUNITIES

Electrical Contracting and Retail Business For Sale

A good business dealing in electrical contracting and retailing of appliances, fixtures, wiring devices, and radios, in a middle western city of 40,000. Can be bought at a reasonable price. Firm is doing a good business, and only reason for selling is that owner is desirous of leaving town in order that he may accept a better proposition. BO-922, Electrical Merchandising, 7 So. Dearborn St., Chicago, Ill.

Electric Retail Business for Sale

$26,000 corner store located in northwestern Pennsylvania. Doing a yearly business of $40,000. BO-930, Electrical Merchandising, Guardian Bldg., Cleveland, Ohio.

Over 14,000 other men in the field of electrical merchandising see this page!

Then — isn't it logical to do as some of them are doing — advertise your Business Wants here — in the *Searchlight Section* of ELECTRICAL MERCHANDISING

REPRESENTATIVES WANTED

Open Territories

For a few live, aggressive representatives to sell Skinner's Cut Glass Switch Plates; give references and territory you are now covering. W. Skinner & Son, Inc., Hammonton, N. J.

Territories Open

We have several territories open for representation on our line of cut glass mirror switch plates. In reply state lines handled and territory covered. RW-909, Electrical Merchandising, Tenth Ave. at 36th St., New York.

REPRESENTATIVES AVAILABLE

Additional Line Wanted

A well organized, dependable, manufacturers' representative with an efficient sales organization and sufficient finances to operate on a large scale, desires an additional line to sell in the Metropolitan territory. Wide acquaintance with active buyers, large and small. Thoroughly familiar with sales and credit conditions. RA-924, Electrical Merchandising, Tenth Ave. at 36th St., New York.

British Representation

Firm of repute with several branches, confident of the development of the sale of electrical domestic appliances in Great Britain, wish to undertake sole agencies for American products. Send full details of goods and export prices to Box F. 1186, Haddon's Advertising Agency, Salisbury Square, Fleet Street, London, E. C. 4.

Established Manufacturers

representative interested in a proposition to purchase similar organization. RA-925, Electrical Merchandising, Tenth Ave. at 36th St., New York.

Export Manager

desires additional line electric appliances; successfully distributing similar products abroad; commission basis; will finance. RA-917, Electrical Merchandising, Tenth Ave. at 36th St., New York.

Reliable Manufacturers' Agents

Long established, wants one additional line for New York district. Capable representation. RA-933, Electrical Merchandising, Tenth Ave. at 36th St., New York.

California
Sales Organization

WESTERN SALES ORGANIZATION, Incorporated, distributors of an internationally known product of leading American manufacturer and having a thoroughly equipped and efficient sales force, with ample office and warehousing facilities, is seeking additional lines for territory of California. Organization is favorably known, and of unquestioned integrity and well financed. Desires to hear from manufacturers direct with particulars as to line for consideration and correspondence.

AS-908, Electrical Meruhandising
883 Mission St., San Francisco, Cal.

Central Stations

Large, successful house wiring company, self-financing, with travelling organization equally at home in city or country, wishes to get in communication with Central Stations desiring to add largely to the number of consumers on their lines.

SELKO ELECTRIC CO., Inc.
1084 Bedford Avenue, Brooklyn, N. Y.

Merchandise Opportunity

BARGAINS
Fixtures Appliances Wiring Devices

We are closing out our stocks of the above lines at exceptionally low prices which will pay you to investigate. Lists and prices on application.

Write today

PURCHASING AGENT
The Potomac Edison Company
Hagerstown, Md.

ADVERTISING RATES:

UNDISPLAYED—RATE PER WORD:

Positions Wanted, 6 cents a word, minimum $1.25 an insertion, payable in advance.

Positions Vacant and all other classifications, 10 cents a word, minimum charge $2.00.

Box Numbers in care of any of our offices count 10 words additional in undisplayed ads.

DISPLAYED—RATE PER INCH:

1 to 3 inches.....$6.65 an inch
4 to 7 inches..... 6.40 an inch
8 to 14 inches..... 6.20 an inch

Rates for larger spaces, or yearly rates, on request.

An advertising inch is measured vertically on one column, 3 columns—30 inches—to a page.

WHAT AND WHERE TO BUY—Continued from page 177

Reflectors (See Shades and Reflectors)

Refrigerating Machines
Booth Sales Co., R. H.
Champion Electric Co.
Delco Light Co.
Electric Corp.
Frigidaire, Delco Light Co.
Kelvinator Sales Corp.
Savage Arms Corp.
Serv-el Corp.
Superior Refrigeration, Inc.

Resistance Units
General Electric Co.
Westinghouse E. & M. Co.

Rheostats
Atwater Kent Mfg. Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Westinghouse E. & M. Co.

Rolls, Wringer
Apex Products Co.

Rosettes
Arrow Elec. Co.
General Elec. Co.
Hart & Hegeman Mfg. Co.
Sears, Henry D.

Running Thread
American Screwset Co.

Sales Books
American Sales Book Co.

Screw Machine Products
Warner Bros.

Searchlights (See Projectors, Electric)

Sewing Machines, Electric
Standard Sewing Machine Co.
Western Electric Co.

Shade Holders
Curtis Lighting, Inc.
Faries Mfg. Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Sears, Henry D.

Shades and Reflectors
Curtis Lighting, Inc.
Day-Brite Reflector Co.
Faries Mfg. Co.
Frink, I. P., Inc.
General Electric Co.
Guth Co., Edwin F.
Hubbell, Harvey, Inc.
Macbeth Evans Glass Co.
Quadrangle Mfg. Co.
Wheeler Reflector Co.

Shades, Silk & Parchment
Guth Co., Edwin F.

Shipping Boxes and Cases (See Boxes, Shipping)

Signal Systems
General Electric Co.

Signs, Electric
Day-Brite Reflector Co.
Flexlume Sign Co.
Frink, I. P., Inc.

Sirens (See Horns and Sirens)

Soap, Washing Machine
Horton Mfg. Co.

Sockets and Receptacles (See also Pull Sockets)
American Wiremold Co.
Anylite Electric Co.
Arrow Elec. Co.
Atwater Kent Mfg. Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Hubbell, Harvey, Inc.
Sears, Henry D.

Solder Pots, Electric
Automatic Elec. Heater Co.

Soldering Irons (See Irons, Soldering)

Stage Lighting Apparatus
Curtis Lighting, Inc.
General Electric Co.
Universal Electric Stage Lighting Co.

Stamping, Brass, Etc.
Acme Mfg. Co.
Faries Mfg. Co.
Kawneer Co.
Patton-MacGuyer Co.

Stamping, Light Metal
Warner Bros.

Stands, Vise, Portable
Martin & Sons, H. P.

Starters, Motor
General Electric Co.
Wagner Elec. Co.
Westinghouse E. & M. Co.

Storage Batteries
Westinghouse E. & M. Co.

Store and Office Equipment
McLean, W. Fred

Store Fixtures (See Fixtures Lighting, Show Case and Window)

Store Equipment
American Sales Book Co.

Store Fronts, Copper
Kawneer Co.

Stoves, Electric
Armstrong Mfg. Co.
Edison Electric Appl. Co., Inc.
Westinghouse E. & M. Co.

Stoves Cook, Electric, Fireless Type
Edison Electric Appl. Co., Inc.
Excel Elec. Co.
Simplex Elec. Heating Co.
Westinghouse E. & M. Co.

Stoves, Table (See Grills and Table Stoves)

Strip Heaters
American Resistor Corp.

Supplies, Wiring, Electric
American Wiremold Co.
Bryant Elec. Co.
General Electric Co.
Graybar Electric Co.
Hart & Hegeman Mfg. Co.
Paramount Elec. Mfg. Co.
Rome Wire Co.
Van Cleef Bros.

Switchboards
General Electric Co.
Metropolitan Elec. & Mfg. Co.
Westinghouse E. & M. Co.

Switchboard Materials
Graybar Electric Co.
Westinghouse Elec. & Mfg. Co.

Switches, Canopy
Arrow Electric Co.
Cutler-Hammer Mfg. Co.
Sears, Henry D.

Switches, Feed Through
Arrow Elec. Co.
Cutler-Hammer Mfg. Co.

Switches, Flush
Metropolitan Elec. & Mfg. Co.
Reynolds Spring Co.

Switches, Knife
General Electric Co.
Hart & Hegeman Mfg. Co.
Metropolitan Elec. & Mfg. Co.
Reynolds Spring Co.
Westinghouse E. & M. Co.

Switches, Pendant
Arrow Elec. Co.
Cutler-Hammer Mfg. Co.
Hart & Hegeman Mfg. Co.
Sears, Henry D.

Switches, Push Button and Snap
Arrow Elec. Co.
Atwater Kent Mfg. Co.
Cutler-Hammer Mfg. Co.
General Electric Co.
Hart & Hegeman Mfg. Co.
Hubbell, Harvey, Inc.
Sears, Henry D.
Skinner & Son
Westinghouse E. & M. Co.

Switches, Safety
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General Electric Co.
Johns-Pratt Co.

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Campbell Mfg. Co.
General Electric Co.

Switches, Tumbler
Circle F Mfg. Co.
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Appleton Rubber Co.
Firestone Tire & Rubber Co.
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Holfast Rubber Co.
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Campbell Mfg. Co.
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Electric Vacuum Cleaner Co.
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Eastern Laboratories
Fitzgerald Mfg. Co.
National Stamping & Elec. Co.
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Vises, Pipe
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Automatic Electric Washer Co.
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Conlon Corp.
Dunham Co., Geo. W.
Eden Washer Corp.
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Getz Power Washer Co.
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Graybar Electric Co.
Haag Bros. Co.
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One Minute Mfg. Co.
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Sunny Line Appl. Co.
Tri Pex Washing Machine Co.
Woodrow Mfg. Co.

Washing Machine Tubs
Celina Mfg. Co.

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Fort Wayne Eng. & Mfg. Co.
General Electric Co.
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Water Supply Systems, Electric
Fort Wayne Eng. & Mfg. Co.
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General Electric Co.

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Appleton Rubber Co.
Driver-Harris
General Electric Co.
Graybar Elec. Co.
Indiana Rubber & Insulated Wire Co.
Phillips Wire Co.
Rockbestos Corp.
Rome Wire Co.
Simplex Wire & Cable Co.
Tubular Woven Fabric Co.
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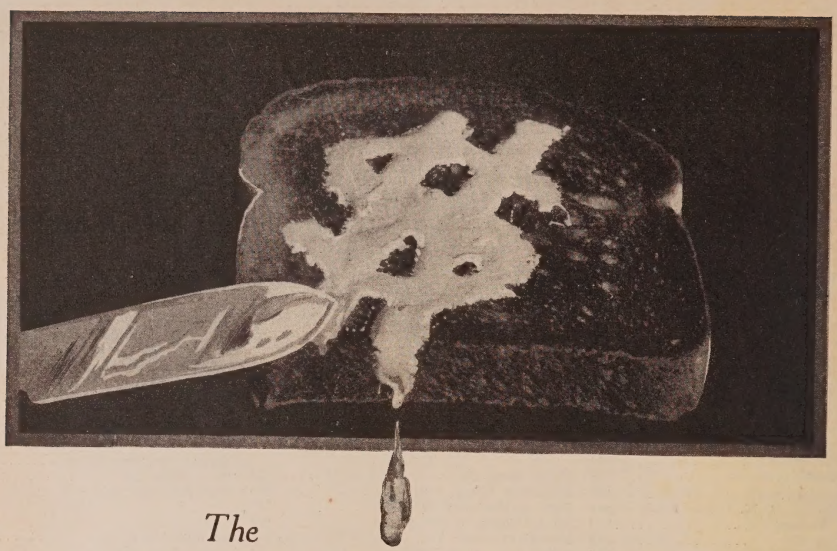


The

"HIGH SIGN"

on toast this month

TOASTER Sales may *come in* like a lamb in March

—but they'll resemble the lion as the March Advertising of all toaster manufacturers gets under way.

—and remember too that the lion's share of this lion market must go to the dealer who marks on his requisition,

"Heating Element to be of 'Nichrome' —the Driver-Harris Wire."

Even if the word "Nichrome" didn't materially add to your profit as a sales argument

—you would still be justified in specifying it because from your own knowledge of heating element performance you know its dependability will satisfy the purchaser.

"Nichrome" is the resistance wire, ribbon and strip made by the Driver-Harris Co., Harrison and Morristown, N. J., Manchester, England. U. S. Branch Offices in Chicago and Detroit.

TRADE MARK REG. U.S. PAT. OFF.

Nichrome

The DRIVER-HARRIS WIRE

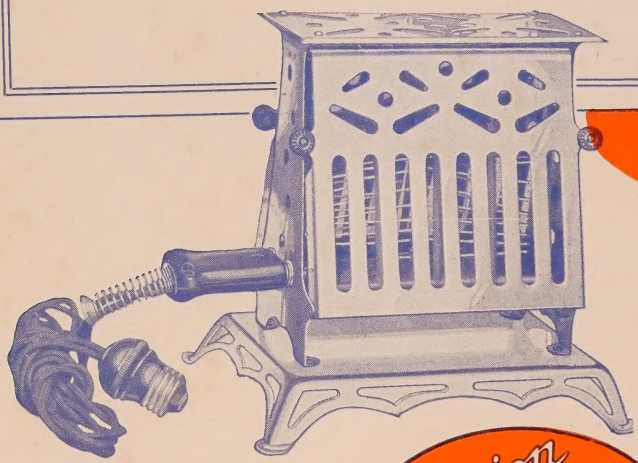
Sales prove its Leadership in Value

the Giant

Flipflop

TRADE MARK REG.

Toaster



Marion ELECTRIC Household Servants

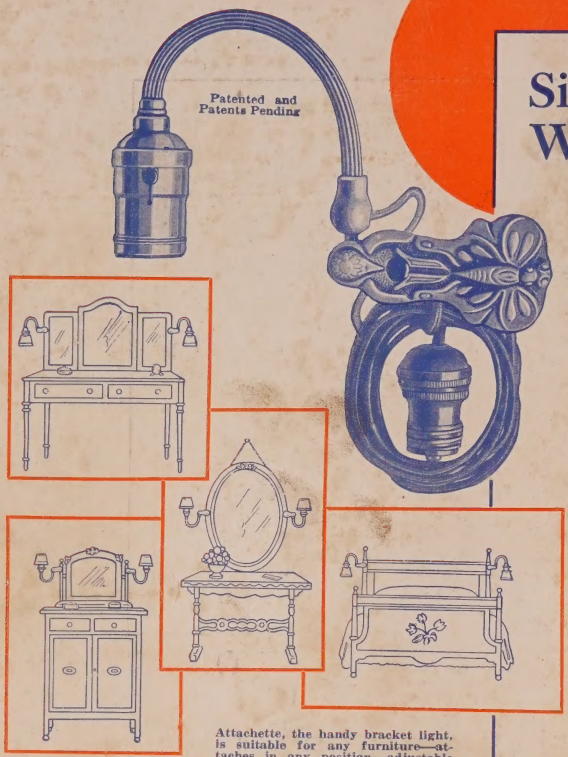
Irons, Toasters, Table Stoves, Portable Heaters, Radiant Heaters, Hot Plates, Urn Heaters, Percolators and Ranges.

Successfully Made By

Rutenber Electric Company Inc.

General Offices and Factory

MARION • INDIANA



Attachette, the handy bracket light, is suitable for any furniture—attaches in any position—adjustable at will—permanent or portable as desired.

Sidewall Brackets Without Wiring

A National Electric Light Association survey says, "Wall brackets are only 31 percent of saturation." The reason is that installing a wall bracket in an already wired home is a permit wiring job—and that's the rub!

Attachette

solves the wall bracket wiring problem. It plugs in—like a portable—to any socket or convenience outlet. It attaches anywhere. No tools are required—just a twist of a thumb-screw and its soft-padded clamp is firmly but harmlessly attached to any furniture or mirror frame.

In every home a light like this is wanted. The demand does not have to be created—folks are looking for Attachette. Properly displayed, it practically "sells on sight." Dealers who handle Attachette prove this by re-orders.

ASK YOUR JOBBER TO SHOW YOU

Attachette

The F. W. Wakefield Brass Company
Vermilion, Ohio

Manufacturers of RED SPOT *Lighting Specialties*

For that next commercial lighting job

WAKEFIELD RED SPOT HANGERS

The "Red Spot" Line is complete — chain or stem suspensions, ceiling types, and sidewall brackets for auxiliary lighting.

"Red Spots" are time-savers. The time your workman saves in installing "Red Spots" adds a substantial percentage to your profit.